

# **KCLC-FM**

## **Programs & Issues Report**

**First Quarter 2021**

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## **News Coverage**

During the first quarter of 2021, KCLC continued its practice of airing 7 local newscasts, and 6 "headline updates" throughout the day Monday through Friday. Stories included local crime reports, political issues, state legislative actions and economic development items.

The determination of these issues and their importance was based in part on informal surveys of other local media outlets, such as newspapers, TV stations, and web sites.

## **Public Service Announcements**

KCLC aired the following 30-second public service announcements on a regular basis during the months of January, February, and March of 2018. These messages were regularly inserted into newscasts and during breaks on broadcasts of Lindenwood and local high school sporting events.

### **- Disaster Relief**

Millions of people are impacted each year by natural disasters. The best way to help those affected is by making a cash donation. Cash donations help support communities in the immediate aftermath of a disaster and are also critical for longer term recovery efforts.

### **- Empowering Girls in STEM**

Research shows that young girls enjoy subjects like science, technology, engineering, and math, but as they get older, they start to feel that STEM isn't for them, based on outdated stereotypes.

The new campaign, She Can STEM, inspires middle school girls to stay in STEM by showcasing female role models across a variety of STEM fields. PSAs give girls ages 11-15 the inspiration they need to see themselves in STEM and reinforce that STEM is cool, creative, and inspiring.

## **- Opioid Abuse**

Opioid dependence can happen in just five days. Many young adults don't know the power of opioids and can quickly become addicted to them.

In fact, addiction isn't limited to the people using just the illegal opioids, like heroin. Misuse of prescription opioids is a huge part of the opioid epidemic. Misuse includes people with a prescription not taking it as prescribed--taking too many pills at once, for example--or people without a prescription taking pills they get from a family medicine cabinet, friends, random strangers at a party or drug dealers selling pills illegally.

And because of this, a lot of people are dying. In 2016, more than 42,000 people died of opioid overdoses in the U.S.

New spots from truth® and the Ad Council aim to put an end to the opioid epidemic by showing the true stories of those who've gone to extreme lengths to get more opioids and a personal detox story. Learn the Truth About Opioids at [opioids.thetruth.com](http://opioids.thetruth.com).

## **- Breast Cancer Risk Education**

Black women in America are dying of breast cancer at unacceptable rates – about 40% higher than white women. Black women are more likely to be diagnosed younger and also more likely to be diagnosed at later stages with more aggressive forms of the disease. The Ad Council is working with Susan G. Komen to educate and inspire black women to understand their risk and engage with information and tools that can ultimately promote early detection.

Drawing on the audience insight of sisterhood, the campaign, "Know Your Girls™," empowers each woman to treat her breasts with the same love and attentiveness she does her closest girlfriends. The PSAs drive to [KnowYourGirls.org](http://KnowYourGirls.org), where women can access information and tools to help them learn their breast cancer risk and family health history, and have an informed conversation with their doctor.

## **- Confronting Sexual Harassment**

#ThatsHarassment is a series of six short films written and directed by Israeli-American director Sigal Avin that depicts cases of sexual harassment in the workplace, all based on real events. The films are executive produced by David Schwimmer, Mazdack Rassi of MILK Studios and Sigal Avin. Schwimmer, Avin and Rassi created this project to spark further awareness of sexual harassment, encourage women to report and speak out, and send a message to all that sexual harassment will not be tolerated in any environment.

The Ad Council is distributing three of these PSAs to help raise awareness of sexual harassment. Called #ThatsHarassment, the films depict different scenarios where male co-workers in positions of power take things too far, and raise awareness of the variety of circumstances in which sexual harassment can occur. The PSAs drive viewers to the Rape, Abuse & Incest National Network (RAINN), which is the nation's largest anti-sexual violence organization. RAINN provides support and information to both bystanders and victims of sexual harassment at 1-800-

656-HOPE (4673) or at [RAINN.org/ThatsHarassment](http://RAINN.org/ThatsHarassment). RAINN operates a 24-hour hotline, along with a live chat option.

Separately, in partnership with National Women's Law Center, Schwimmer and Avin have created a digital toolkit for employers and are inviting them (including C-suite executives, HR directors, supervisors and managers) to use these films to educate, inform and ensure they are creating safe work environments and conditions for their employees. The Digital Toolkit can be downloaded at [NWLC.org/ThatsHarassment](http://NWLC.org/ThatsHarassment) and includes "10 Ways Your Company Can Help Prevent Harassment in the Workplace" as well as a Discussion Guide for employers to accompany the full-length films.

#### **- Suicide Prevention**

Suicide is the second leading cause of death amongst young adults. Young adulthood is a critical time in a person's life when they may experience great stress from multiple life changes like leaving high school, moving from home and beginning college. It's also a time when mental health issues frequently emerge. The friends of those struggling with mental health issues can be incredibly influential in helping them get the help that they need when they need it. 76% of young adults will turn to a peer in a time of crisis for support. This generation is ready to crack open the cultural conversation about mental health, but they're missing the language to do it.

Seize the Awkward aims to encourage and empower young adults to reach out to a friend who may be struggling with their mental health. By leveraging moments of vulnerability in their friendships, they can create a safe space for their friends to open up about mental health. Campaign assets drive to [SeizeTheAwkward.org](http://SeizeTheAwkward.org), which provides various resources for young adults, such as tutorial videos, information on warning signs, conversation starters, and tips on how to sustain a conversation around mental health.

#### **- Lung Cancer Screening**

Lung cancer kills 422 people every day—close to 18 deaths each hour, or 1 death every 3.4 minutes. The five-year survival rate for lung cancer is 18.1%, among the lowest for all types of cancers. Early detection saves lives—survival rates are five times higher when lung cancer is detected early, but most cases are not diagnosed until later stages. Approximately 8 million people in the U.S. are at high-risk for lung cancer and should talk to their doctors about getting screened. If everyone at high risk were screened, about 25,000 lives would be saved.

To build public awareness of lung cancer—the number 1 cancer killer of men and women—the American Lung Association's LUNG FORCE initiative has partnered with the Ad Council and ad agency Hill Holliday to launch the first national public service advertising (PSA) campaign to educate Americans about a lung cancer screening for those at high risk. This potentially lifesaving low-dose CT scan can detect lung cancer in the early stages, before symptoms arise, when more treatment options are available and the chances of survival are higher.

The TV PSA features a former smoker climbing to the top of a vast mountain of cigarettes and ash; this is symbolic of the effort it takes an individual to quit smoking. After conquering the addiction and proactively taking the extra step to get screened for lung cancer, viewers will see the tagline, "You stopped smoking. Now start screening."

Individuals at high risk are encouraged to visit [SavedByTheScan.org](http://SavedByTheScan.org), where they can take the online lung cancer screening eligibility quiz and find additional information on the campaign and lung cancer.

#### **- Saving For Retirement**

America is facing a looming retirement savings crisis, and future generations will have a lower standard of living due to financial insecurity. Approximately 2 in 5 households headed by people age 55-64—over 9 million households—have no retirement assets saved at all. People age 50+ are the fastest growing age segment and can expect to pay for a longer retirement.

To help address this savings shortfall, AARP and the Ad Council launched the Saving for Retirement campaign to empower people to take control of their financial futures. Taking an encouraging and empowering tone, the PSAs, created pro bono by FCB New York, celebrate the financial milestones and successes these savvy consumers have already aced—from home ownership, to vacation planning, to financing a child's education. The PSAs urge them to apply that same financial know-how to get on track with their retirement savings with tips from [AceYourRetirement.org](http://AceYourRetirement.org)

#### **- Reducing Food Waste**

While food plays a key role in shaping our identities and it is highly celebrated in American society, each year 40 percent of food in the United States never gets eaten, translating to \$218 billion lost, which includes the cost of food wasted on the consumer level, retail, wasted water, energy, fertilizers, cropland, and production costs.

In addition to wasting precious resources, nearly all of the food waste ends up in landfills where it decomposes and releases methane, a form of climate pollution that is up to 86 times more potent than carbon dioxide. In fact, food is the single largest contributor to U.S. landfills today. All this while one in eight Americans don't have a steady supply of food to their tables.

Consumers are responsible for more wasted food than farmers, grocery stores, restaurants, or any other part of the food supply chain, so changing household behavior is key to reducing the problem of food waste. 21 percent of the food each person buys goes to waste, with the average American family of four spending \$1,800 per year on food that they don't eat and each individual toss about 20 pounds of food per month, adding up to 238 pounds of wasted food a year.

In effort to spread awareness about the importance of reducing food waste, NRDC has partnered with the Ad Council to create a PSA campaign inspiring Americans to "Save the Food" by showcasing the wondrous life cycle of food and the loss of resources when it goes unconsumed. The campaign encourages Americans to make simple lifestyle changes like making shopping lists, freezing food, and using leftovers to reduce waste in their own homes.

## **- Underage Drinking and Driving Prevention**

Underage Drinking and Driving: the Ultimate Party Foul. Most party fouls, let's face it, are pretty dumb. Sometimes they land you an unfortunate nickname, a nasty bruise, or make you the star of a few embarrassing snaps. But the damage usually ends there.

Underage drinking and driving, however, is a party foul with real consequences. Get busted, and you could pay fines, do community service, and lose your license. It's the ultimate party foul.

That is the creative and strategic premise of the Ad Council's Underage Drinking and Driving Prevention campaign.

Despite the fact that all 50 states have a National Minimum Drinking Age law, young drivers under legal drinking age continue to drink and drive. Drivers between 15 and 20 are involved in 10 percent of all fatal crashes and 32 percent of the drivers in this group had a BAC of .01 or higher. While the approach to underage drinking and driving has historically focused on a "don't drink at all" message, these harrowing statistics indicated a need to create a campaign that educates young drivers that consuming any alcohol and driving can have significant consequences.

To create a campaign that resonates with the target, it was important that the Ad Council create a campaign that felt realistic and authentic to teenagers. Developed pro bono by ad agency Merkle and Partners, the campaign aims to stop underage drinking and driving by educating young drivers on the consequences to drinking and driving underage and providing them with tips and resources to navigate tricky social situations. All assets drive to [UltimatePartyFoul.org](http://UltimatePartyFoul.org).

## **- Teen Bullying Prevention**

The term bullying has come to reflect a specific situation that does not always connect to the general culture of meanness that many teens experience daily. While only one-third of teens list bullying as a top concern today, twice as many say they regularly experience more specific behaviors like drama, teasing, and exclusion. When it comes to these instances of cruelty or meanness, teens don't realize that their words and actions can be hurtful, even if it's not their intent.

## **- Diversity and Inclusion**

We are living in divisive times. Bias and discrimination are some of the most pressing issues facing our nation today. Hate crimes are on the rise and many groups feel increasingly marginalized and unsafe. Still, most Americans believe in equality (89%), consider themselves to be unprejudiced (85%) and many recognize there are things they can do to create a more inclusive world (78%). However because most don't see themselves as part of the problem, they don't recognize that they can be part of the solution by actively coming together and living inclusively.

Research has showed us that there is one moment where biases are eroded and we see incredible stories of people coming together—in times of disaster. These moments of togetherness show that we all have an inherent desire for inclusion & connection. Bias, society

& social norms prevent us from acting like we do in disaster, every day. In reality, we are all skeletons with an innate capacity for love.

The latest iteration of the award-winning Love Has No Labels campaign, *Rising*, is a powerful film that takes us back to where we started with Love Has No Labels, reminding everyone to see each other as humans above all else. Directed by David Nutter of *Game of Thrones* and written by Lena Waithe, the film captures the poignant story of a diverse neighborhood coming together in a flood, rising above their differences to support each other in a time of need. The film challenges Americans to consider "Why does it take a disaster to bring us together?" At a time where we're seeing stories of togetherness overcome the devastation that comes with hurricane season, this story is timely and relevant to all.

### **- Pathways to Employment**

The average time a resume spends on an HR manager's desk is seven seconds, and candidates are often immediately dismissed if they don't yet possess typical professional credentials. However, a traditional resume isn't necessarily what it takes to be an incredible employee.

Currently, an Opportunity Divide exists in the United States. There are more than 4 million job vacancies across the country yet there are nearly 6 million young people between the ages 16-24 in the U.S. who are out of school and work. This campaign encourages hiring managers to look beyond the traditional resume and consider alternate talent pipelines of Opportunity Youth. Opportunity Youth are a motivated, resilient pool of untapped talent who will be unstoppable in their jobs like they're unstoppable in life. Hiring managers can discover new ways to develop great talent and build a more diverse workforce at [GradsOfLife.org](http://GradsOfLife.org).

### **- High Blood Pressure Control**

Nearly half of all American adults have high blood pressure, and an alarming number don't have it under control. Uncontrolled high blood pressure can lead to heart failure, heart attack, stroke, vision loss, kidney disease, and even death. However, people with high blood pressure can create a treatment plan with their doctor that can help reduce their risk for heart attack, stroke, and other related health issues. While most people know their blood pressure numbers, many don't follow their HBP plan because they feel fine and don't notice any symptoms. Their numbers are not tangible or urgent.

### **- Job Training and Employment**

The dream of building a fulfilling career is a common one. But many people in our communities need training, career counseling and support to make their career goals a reality. 'Bring Good Home' celebrates Goodwill shoppers as local heroes whose purchases support community-based Goodwill programs and services that help their neighbors find and succeed in good jobs.

Goodwill Industries International is a global social services enterprise and the leading nonprofit provider of job placement and training programs and career support services in the United States. To create these programs, a network of 161 local Goodwill organizations sell donated clothes and other household items in more than 3,300 stores and online at [shopgoodwill.com](http://shopgoodwill.com)<sup>®</sup>. Goodwill<sup>®</sup> uses the revenue earned from the sale of these goods to create job skills training and

development, and to provide other community-based services such as child care, financial education, free tax preparation, and mentoring. In fact, collectively, more than 87 percent of the revenue spent at Goodwill stores nationwide is reinvested in community-based services including free resume preparation, career counseling, interviewing skills and dress etiquette.

The Ad Council worked with pro bono agency, Digitas, to produce public service advertisements that encourage audiences to shop at their local Goodwill— creating the revenue that allows Goodwill organizations to provide job training programs and more in local communities. The creative aims to show people that their purchases at a Goodwill store doesn't just build their wardrobe, it fuels local job training and employment placement opportunities in their neighborhood, giving the whole community a reason to cheer.

#### **- Emergency Preparedness Wireless Alerts**

In the wake of recent natural and man-made disasters, it is now more important than ever to encourage, educate, and empower Americans to identify Wireless Emergency Alerts (WEAs) so that they can be better prepared when disaster strikes.

WEAs are emergency messages sent by local authorized government authorities through wireless carriers' networks. The alerts include a unique sound and vibration, are no more than 90 characters, and instruct specific actions individuals should take. Types of alerts include extreme weather such as hurricane, tornado or flash flood warnings; AMBER alerts and alerts issued by the President. More than 100 carriers, including all of America's largest wireless carriers, offer the WEA service for free and no subscription is necessary. Alerts are broadcast from area cell towers warning everyone in range with a WEA-capable device of a potential emergency situation.

#### **- Caregiver Assistance**

In 2015, 40 million caregivers in the United States provided unpaid care to older relatives and friends. Almost three in 10 people who are caring for someone say their life has changed, often negatively. More than one in five says her weight, exercise habits, and/or social life have suffered. And emotionally, one in five says she is generally unhappier – with one in three saying she feels sad or depressed.

The campaign's latest round of work encourages caregivers to care not only for their loved ones, but also for themselves. The PSAs drive to AARP's Caregiving Resource Center, where caregivers can find thousands of helpful articles, tips, and tools from experts and fellow caregivers who have been in their place. A Spanish-language version of the campaign is also available and drives Hispanic caregivers to visit AARP's Spanish site, [aarp.org/cuidar](http://aarp.org/cuidar).

### **- Fatherhood Involvement**

86 percent of dads spend more time with their children today than their own fathers did with them. However, a majority of dads (7 out of 10) also reported that they could use tips on how to be a better parent.

The campaign PSAs encourage dads to recognize the critical role fathers play in their children's lives through something as simple as a dad joke. The TV spots feature kids re-telling jokes their dad shared with them, highlighting that even the smallest moments fathers spend with their children can have the biggest difference in their children's lives. All PSAs direct audiences to visit [www.fatherhood.gov](http://www.fatherhood.gov) for parenting tips, fatherhood programs, and other resources.

### **- High School Equivalency**

More than 34 million adults in the U.S. do not have a high school diploma. Data shows that adults without a diploma tend to work multiple jobs in the least stable positions, earn less money than high school graduates, and experience a lower quality of life. In fact, recent data shows that nearly 30 percent of adults with household incomes at or below the federal poverty line do not have a high school credential.

The High School Equivalency campaign seeks to combat this critical issue by encouraging those without a high school diploma to take the first steps toward a better future and sign up for free adult education classes in their area. The "No One Gets A Diploma Alone" campaign celebrates the hard work of adults who have recently finished their high school diploma – and inspires those adults that have yet to complete high school. Through a series of surprise parties for recent graduates and their families, PSAs encourage adults and their loved ones to use the help that's waiting through free adult education classes around the country.

The PSAs direct audiences to visit [FinishYourDiploma.org](http://FinishYourDiploma.org), where they can find free literacy centers and adult education classes, learn the basics of earning a high school equivalency, and hear real stories from people who have successfully completed classes and finished their high school diploma. Launched in 2010, the campaign has already helped more than 1 million adults find free adult education classes in their area.

### **- Child Car Safety**

Motor vehicle crashes are a leading cause of death for children under 13. PSAs show parents how their love for their children extends to car safety. This means knowing the right seat for their child's age and size - from rear-facing car seats, forward-facing car seats, boosters, all the way to seat belts - and ensuring that kids are correctly buckled for every ride.

## **- Buzzed Driving Prevention**

Every 51 minutes, someone is killed in an alcohol-related car accident. That's why we have focused on drunk driving prevention since 1983, when we released the now-classic "Friends Don't Let Friends Drive Drunk" campaign. Since that campaign's launch, nearly 70 percent of Americans have tried to stop someone from driving after drinking.

Alcohol-related driving deaths reached an all-time low in 1998—but then began steadily increasing again. The Ad Council recognized the need for a new approach, so in 2005 we refreshed our classic campaign with a new message: "Buzzed Driving is Drunk Driving."

The campaign's current strategy, released in early 2017, prompts viewers to examine their own warning signs of impairment and take responsibility for their decisions behind the wheel. The tagline "Probably Okay isn't Okay" plants a seed of doubt and reminds drivers to find a safe way home if they've been drinking.

This longstanding campaign has made a significant impact: between 2005 and 2013, the percentage of young men who said they would always get a ride, taxi, or use public transport rather than drive if they felt buzzed increased from 38 percent to 49 percent.

## **- Discover Nature**

Kids enjoy the time they spend outside. In fact, 88 percent of kids say they like being in nature and 79 percent wish they could spend more time there.

And that's good news. When kids spend time outdoors, they get the chance to explore, use their imaginations, discover wildlife, and engage in unstructured and adventurous play. Additionally, studies show they have lower stress levels, become fitter and leaner, develop stronger immune systems and are more likely to become environmentally conscious in the future.

Unfortunately, population shifts to urban and suburban environments, an increase in scheduled activities, and a lack of awareness of—or access to—nature keep kids and families from enjoying these benefits.

That's why the Ad Council worked with the U.S. Forest Service and David&Goliath on the newest iteration of the Discover the Forest campaign, which encourages families to break from technology and discover the nature around them, using trails as their guide.

The newest PSAs illustrate how parents and caregivers can use trails as a guide to the nature all around them, helping them and their children to unlock moments of discovery and inspiring curiosity. Viewers are directed to [DiscoverTheForest.org](http://DiscoverTheForest.org), where they can search for nearby areas to explore and pick up quick tips on enjoying their time outdoors. The campaign also has Facebook, Instagram, and Twitter accounts where followers share and explore the beauty of the forest and the health benefits associated with spending time outside.

## **- Shelter Pet Adoption**

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.

## **- Autism Awareness**

Autism is one of the fastest-growing serious developmental disorders in the United States.

Today, 1 in 59 children is diagnosed, an increase from 1 in 150 in 2002 and 1 in 88 in 2008 based on CDC reports.\* Despite this high prevalence, the average age of diagnosis in the United States is about 5 years old and studies suggest the potential for higher rates of missed diagnoses in Hispanic and low income communities. While there is currently no cure for autism, early detection and can translate to a lifetime of impact by supporting healthy development, improving communication, decreasing challenging behaviors and leading to positive outcomes later in life.

Through a partnership with Sesame Street, the new PSAs, created by BBDO NY, feature Julia (a Muppet with autism) and show audiences that the more her family and friends understand her world, the brighter she shines.

Ultimately, the PSAs inform parents of the signs of autism and encourages them to get their children screened by showing them all the positive possibilities following a diagnosis.

## **- Adoption From Foster Care**

Since 2004, the Ad Council has partnered with the U.S. Department of Health and Human Services' Children's Bureau and AdoptUSKids to encourage the adoption of children from foster care. This national adoption recruitment campaign reassures potential parents by consistently delivering the "you don't have to be perfect to be a perfect parent" message.

The campaign currently highlights the need for families for teens. There are 112,000 youth in the U.S. foster care system currently waiting for adoptive families. 43% of all children available for adoption on AdoptUSKids.org are 15- to 18-years-old, yet only 5% of all children adopted in 2015 were between the ages of 15 to 18.

Using humor to defuse tension and uncertainty around the seemingly challenging task of adopting a teen from foster care, this award-winning campaign reminds prospective parents that there are plenty of heartwarming and fulfilling “firsts” to share with a teen. Whether it’s the first date or first heartbreak, one of the greatest joys is witnessing a child’s ‘first’ and teens need the love and support of a family during these milestones.

#### **- Texting and Driving Prevention**

Texting and driving is dangerous – that is a fact. Americans are highly aware of and concerned about the issue. More than nine in ten Americans believe sending (94%) and reading (91%) texts while driving is dangerous or very dangerous. There have been many efforts to educate and convey the potential consequences of texting and driving using scare tactics or preachy messaging. And, while research shows that people are convinced that the behavior is dangerous, they are still doing it. In order to address the disconnect between awareness and behavior, the Texting and Driving Prevention campaign aims to go beyond showing people the potential crashes and gruesome end results. Instead, PSAs address the fact that individuals are personally engaging in a behavior that they know is dangerous and remind young adults 16-34 that no one is special enough to text and drive.

#### **- Emergency Preparedness for Businesses**

According to the U.S. Small Business Administration, small businesses represent more than 99 percent of all employers and have provided approximately 65 percent of new jobs over the past 17 years. Yet, small- to medium-sized businesses are also the most vulnerable following a disaster.

Having a plan can help protect a company and maximize its potential to survive and recover when faced with an emergency. Every day, communities nationwide are faced with extreme weather or other emergency situations. Ready Business, an extension of the Federal Emergency Management Agency's successful Ready campaign, is designed to educate owners and managers of small businesses about preparing their employees, operations, and assets in the event of an emergency.

The campaign encourages small business owners and managers to take steps to plan in advance of an emergency. PSAs direct these individuals to [Ready.gov/business](http://Ready.gov/business), which links to a free preparedness assessment tool that provides a clear picture of businesses' preparedness level and additional steps needed to take to be prepared for an emergency. With a plan in place, businesses can better adapt, recover and stay in control.

## **- Emergency Properness**

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.

The Ad Council has partnered with FEMA on the Ready Campaign since 2003, with the goal of educating Americans about the best ways to prepare. The Ready Campaign 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 an emergency supply kit to have supplies you will need whether at home, at work or in the car; and 4) get involved by finding opportunities to support community preparedness.

The new 2015 campaign includes English and Spanish-language TV, radio, outdoor, print and digital PSAs. Created pro bono by Chicago-based advertising agency Schafer Condon Carter, the PSAs illustrate the importance of having a family plan in the event of an emergency by showing real emergency moments and asking the question, "When is the right time to prepare?"

Through these PSAs, families are faced with the harsh reality of what can happen when you don't have an emergency plan in place before a disaster or emergency strikes. The PSAs direct audiences to know where to find their families when a disaster strikes, and to start their emergency plans at [Ready.gov/communicate](http://Ready.gov/communicate), which provide extensive resources to help develop and practice a family emergency communication plan.

## **- Wildfire Prevention**

For 75 years, Smokey Bear has been protecting our forests and getting the word out about wildfire prevention. His powerful message, "Only you can prevent wildfires," is at the heart of one of America's longest running PSA campaigns. While his campaign began three-quarters of a century ago, and great strides have been made in preventing human-caused wildfires, he still needs help, as even today, nearly 9 out of 10 wildfires nationwide are caused by people.

In honor of Smokey Bear's 75th birthday on August 9, 2019, the U.S.D.A. Forest Service, the National Association of State Foresters and the Ad Council have teamed up to celebrate the nation's favorite bear. To ensure that Smokey Bear's important message of wildfire prevention is heard throughout the country, celebrities have joined the historic campaign, lending their voices to help expand on Smokey's iconic "Only you can prevent wildfires" catchphrase through the use of animated emoji technology.

## **- Ending Hunger**

Families and children across the U.S. are struggling with hunger, and they need our help. Nearly 13 million children, that's 1 in 6 kids, in the U.S. struggle with hunger. Kids who don't get enough to eat begin life at a serious disadvantage. As they grow up, these kids are more likely to have health problems and experience difficulty in school and in other social situations. Feeding America is the nation's leading domestic hunger-relief charity, providing meals to more kids than any other charitable organization in the U.S. New PSAs depict stories of working families who struggle with hunger. The assets encourage audiences to help end the story of hunger by visiting [FeedingAmerica.org](http://FeedingAmerica.org).

## **- Type 2 Diabetes Prevention**

More than one in three American adults have prediabetes and are at high risk of developing type 2 diabetes, a serious health condition that can lead to heart attack and stroke.

Surprisingly, nearly 90 percent of people with prediabetes don't even know they have it. But prediabetes can be reversed through weight loss, diet changes and increased physical activity. The first step to reversing the condition is evaluating one's personal risk so that they can take action as soon as possible.

In the first-ever national prediabetes awareness campaign, new PSAs assert that no matter how busy life may be, no one is excused from prediabetes. The campaign encourages people to learn their risk of type 2 diabetes by taking a short online test at [DoIHavePrediabetes.org](http://DoIHavePrediabetes.org), which also features information about prediabetes as well as lifestyle programs and tips to help people reverse their risk.

We also ran other regular live read Public Service Announcements from the following local organizations during music programming:

The St. Louis Science Center – current exhibits  
The St. Louis Zoo – current exhibits  
The St. Louis Art Museum – current exhibits  
The St. Louis History Museum – current exhibits  
The Missouri Botanical Gardens – current exhibits  
The Missouri Museum of Transportation

KCLC also airs a weekly News and Public Affairs program produced by The Lincoln Institute titled American Radio Journal. The program averages 28 minutes in length and airs every Sunday morning at 7am.

The content of the individual shows is as follows:

## ***American Radio Journal*** **2021 Q1 Program Notes**

(March 27, 2021 - April 2, 2021) This week on *American Radio Journal*: **Lowman Henry** talks with **Amity Shlaes** from the Calvin Coolidge Presidential Foundation about the GOP's path back to power; **Andy Roth** from the Club for Growth Foundation has the *Real Story* on their latest state legislative scorecards; **Eric Boehm** of *Reason* magazine details the Biden Administration's big spending agenda; And, **Colin Hanna** from Let Freedom Ring, USA talks about the Spring season of renewal.

(March 20, 2021 - March 26, 2021) This week on *American Radio Journal*: **Lowman Henry** talks with **Liya Palagashvili** from the Mercatus Center at George Mason University about the impact of the Pro Act on the gig economy; **Scott Parkinson** from the Club for Growth has the *Real Story* on the return of Congressional earmarks; **Eric Boehm** of *Reason* magazine discusses a possible end to the Senate filibuster with **James Wallner** from the R Street Institute; And, Col. **Frank Ryan**, USMC (Ret.) explains the difference between income inequality and wealth inequality on this week's *American Radio Journal* commentary.

(March 13, 2021 - March 19, 2021) This week on *American Radio Journal*: **Lowman Henry** talks with **Gavin Roberts** from the Center for Growth & Opportunity at Utah State University about the impact of anti-price gouging laws on the spread of COVID-19; **Scott Parkinson** from the Club for Growth has the *Real Story* on congressional passage of the "Restore America Act"; **Eric Boehm** of *Reason* magazine details pork barrel spending in the COVID-19 act; And, Dr. **Paul Kengor** from the Institute for Faith & Freedom at Grove City College has an *American Radio Journal* commentary on conservatism after Trump.

(March 6, 2021 - March 12, 2021) This week on *American Radio Journal*: **Lowman Henry** talks with **Michael Farren** from the Mercatus Center at George Mason University about an alternative to raising the minimum wage; **Scott Parkinson** has the *Real Story* on the "For the People Act"; **Eric Boehm** from *Reason* magazine talks about a bail out of blue states in the COVID-19 relief bill with **Chris Edwards** of the Cato Institute; And, **Colin Hanna** from Let Freedom Ring, USA has an *American Radio Journal* commentary on the way forward for conservatives.

(February 27, 2021 - March 5, 2021) This week on *American Radio Journal*: **Lowman Henry** talks with **Nick Murray** from the Maine Policy Institute about their report *Scoring Executive Power in All 50 States*; **Scott Parkinson** from the Club for Growth has

the *Real Story* on return of Congressional earmarks; **Eric Boehm** of *Reason* magazine reports on rampant unemployment compensation fraud; And, Col. **Frank Ryan**, USMC (Ret.) has an *American Radio Journal* commentary on the difference between freedom and liberty.

(February 20, 2021 - February 26, 2021) This week on *American Radio Journal*: **Lowman Henry** talks with **Gregory Wrightstone** from the CO2 Coalition about the unreliability of wind and solar power; **Scott Parkinson** from the Club for Growth has the *Real Story* on the impact of the latest presidential impeachment vote; **Eric Boehm** of *Reason* magazine gets an update on asset forfeiture reform efforts in Arizona and New Mexico from **Paul Avelar** at the Institute for Justice; And, Dr. **Paul Kengor** from the Institute for Faith & Freedom at Grove City College has an *American Radio Journal* commentary on hate speech from the Left.

(February 13, 2021 - February 19, 2021) This week on *American Radio Journal*: **Lowman Henry** talks with **Amity Shlaes** from the Calvin Coolidge Presidential Foundation about presidential greatness; **Scott Parkinson** from the Club for Growth has the *Real Story* behind the Bitcoin surge; **Eric Boehm** from *Reason* magazine looks at proposed reforms to child welfare policy; And, **Colin Hanna** from Let Freedom Ring, USA has an *American Radio Journal* commentary on Trump impeachment 2.0.

(February 6, 2021 - February 12, 2021) This week on *American Radio Journal*: **Lowman Henry** talks with Dr. **Samuel Gregg** of the Acton Institute about the crafting federal economic policy; **Scott Parkinson** from the Club for Growth has the *Real Story* on the proposed COVID-19 relief package; **Eric Boehm** of *Reason* magazine explains how congressional Democrats plan to change the rules to enact a \$15 per hour minimum wage; And, Col. **Frank Ryan**, USMC (Ret.) has an *American Radio Journal* commentary on the impact of social media fact checkers.

(January 30, 2021 - February 5, 2021) This week on *American Radio Journal*: **Lowman Henry** talks with **Phil Kerpen** about the impact of business closure orders on the COVID-19 pandemic; **Scott Parkinson** from the Club for Growth has the *Real Story* on the retirement of Ohio U.S. Senator Rob Portman; **Eric Boehm** from *Reason* magazine looks at the Biden Administration's re-regulation of the U.S. economy; And, Dr. **Paul Kengor** from the Institute for Faith & Freedom at Grove City College has an *American Radio Journal* commentary on identity politics and the appointment of a new assistant U.S. Health Secretary.

(January 23, 2021 - January 29, 2021) This week on *American Radio Journal*: **Lowman Henry** talks with **Adam Thierer** from the Mercatus Center at George Mason University about big tech "de-platforming" conservatives; **Scott Parkinson** from the Club for

Growth has the *Real Story* on the Biden first 100 days agenda; **Eric Boehm** of *Reason* magazine says congressional earmarks may make a comeback; And, **Colin Hanna** from Let Freedom Ring, USA has an *American Radio Journal* commentary on how Donald Trump lost to the swamp.

January 16, 2021 - January 22, 2021) This week on *American Radio Journal*: **Lowman Henry** talks with **Keith Naughton** of *The Hill* about the GOP after Trump; **Jessica Anderson** from Heritage Action has the *Real Story* on the conservative policy agenda in the post Trump era; **Eric Boehm** of *Reason* magazine talks with **Clark Packard** of the R. Street Institute about possible trade policy changes in a Biden Administration; And, Dr. **Paul Kengor** from the Institute for Faith & Freedom at Grove City College has an *American Radio Journal* commentary on the end of truth.

(January 9, 2021 - January 15, 2021) This week on *American Radio Journal*: **Lowman Henry** talks with **Paul Preston** about the effort to recall California Governor Gavin Newsom; **Scott Parkinson** has the *Real Story* on the impact of the Georgia U.S. Senate elections; **Eric Boehm** of *Reason* magazine looks at why the GOP lost the Georgia U.S. Senate elections; And, Col. **Frank Ryan**, USMC (Ret.) has an *American Radio Journal* commentary on how the Pennsylvania Supreme Court tilted the presidential election.

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(January 2, 2021 - January 8, 2021) This week on *American Radio Journal*: **Lowman Henry** talks with **Peter Wood** author of *1620: A Critical Response to the 1619 Project*; **Scott Parkinson** from the Club for Growth has the *Real Story* on the 2021 Congressional agenda; **Eric Boehm** of *Reason* magazine gets details of the CATO scorecard on the nation's governors from **Chris Edwards**; And, **Colin Hanna** of Let Freedom Ring, USA has an *American Radio Journal* commentary on the strategic error in fighting election fraud.

(December 26, 2020 - January 1, 2021) This week on *American Radio Journal*: **Lowman Henry** talks with **James Carafano** of the Heritage Foundation about Chinese wrongdoing; **Scott Parkinson** from the Club for Growth has the *Real Story* on the latest COVID-19 relief package; **Eric Boehm** of *Reason* magazine talks with **Corey DeAngelis** of the Reason Foundation about school choice restrictions in the COVID-19 relief package; And, Col. **Frank Ryan**, USMC (Ret.) has an *American Radio Journal* commentary on the disputed 2020 presidential election.