

KCLC-FM

Programs & Issues Report

Fourth Quarter 2023

Prepared by
Chad Briesacher

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News Coverage

During the fourth quarter of 2024, KCLC continued its practice of airing 6 local newscasts, 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 October, November, and December of 2024. These messages were regularly inserted into newscasts and during breaks on broadcasts of Lindenwood and local high school sporting events.

Adoption From Foster Care

- Thousands of teens in foster care are waiting for the love and support from a family, but unfortunately almost 20,000 young people leave foster care without a family every year. Families that adopt teens provide them with stability during a critical period in their lives. Teens that have been adopted are more likely to graduate, go to college, and be more emotionally secure than their peers that have 'aged out' of foster care without the security and encouragement of family.
- Inspired by real families' stories, this honest and heartfelt campaign reveals the remarkable value of adoption for both teens and parents. With the tagline, "You can't imagine the reward," these emotional messages reassure prospective parents and inspire them to consider adopting a teen.
- This successful campaign has contributed to the more than 900,000 children and youth that have been adopted from the U.S. foster care system since 2004.

Wildfire Prevention

- For more than 75 years, Smokey Bear has protected our forests and promoted wildfire prevention. His powerful message, "Only you can prevent wildfires," is at the heart of America's longest-running PSA campaign.
- Smokey's message remains relevant today, as nearly nine out of ten wildfires nationwide are caused by humans and can be prevented. Additionally, during these unprecedented times, spending time outdoors has never felt more valuable. Whether we're passing the time in public lands or in our own backyards, we all have a role to play in keeping our safe places safe by acting responsibly and doing our part to help prevent wildfires.
- For tips on safe recreation, visit [BeOutdoorSafe.org](https://www.beoutdoorsafe.org) and for more information on wildfire prevention, visit [SmokeyBear.com](https://www.smokeybear.com).

Emergency Preparedness

- In recent years, devastating earthquakes, tornadoes, floods and wildfires have highlighted the need for all Americans, regardless of background or location, 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 are prepared whether you’re at home, at work, or in the car.
 4. Get involved by finding opportunities to support community preparedness.
- The Ready campaign now includes PSAs developed specifically for Latino and Black audiences, in addition to the general market work that encourages, educates, and empowers families to develop their own emergency preparedness plans by visiting Listo.gov/plan or Ready.gov/plan.

Buzzed Driving Prevention

- The Ad Council has focused on drunk driving prevention since 1983, with the release of the now-classic “Friends Don’t Let Friends Drive Drunk” campaign. As the idea of a designated driver became the cultural norm, but alcohol-related driving fatalities began to increase, we recognized the need for a new approach. In 2005, we refreshed our classic campaign with a new message: “Buzzed Driving is Drunk Driving.”
- The most recent iteration of the Buzzed Driving Prevention campaign effort prompts young men 21 to 34 to examine their own warning signs of impairment and take responsibility for their decisions behind the wheel by reminding them: If you need to do something to make yourself feel okay to drive, you're not okay to drive

Fatherhood Involvement

- What is #Dadication? It's just like dedication but it means that as a father, you never stop being a dad. There's no one right way as long as you show up for your kids, even when it's not so easy.
- The Fatherhood Involvement campaign PSAs highlight the diverse experiences of real dads who share a commitment to being there for their kids through parenting highlights and challenges. By acknowledging the hard work they put forth in the face of hardships, the campaign seeks to provide all fathers with confidence to keep going in their efforts to be present for their children.
- All PSAs direct audiences to visit Fatherhood.gov for parenting tips, fatherhood programs, and other resources.

Distracted Driving Prevention

- Messaging while driving—whether sending a text, commenting on a photo, or connecting with friends via an app—is dangerous. But even though 94% of Americans recognize it’s dangerous to send a text while driving, and 91% recognize it’s dangerous to read one, many people still do it.
- To address the disconnect between awareness and behavior, our campaign addresses the fact that people are personally engaging in a behavior that they know is dangerous. The campaign reminds drivers from 16 to 34 that no one is special enough to message while driving.

Ending Hunger

- In 2020, 1 in 5 people turned to the charitable food sector for help. The pandemic presented a perfect storm with long-lasting impacts: disruptions to the supply chain and increased need for help. This year, 34 million people (1 in 10) including 9 million children (1 in 8), may experience food insecurity. The lingering effects of the pandemic and increasing food prices are adding to the stress on food banks and forcing families whose budgets are tight to turn to food banks to make ends meet.
- As the largest hunger-relief organization in the U.S., Feeding America is working to make sure people have enough food to realize their potential. The Feeding America network of food banks feeds millions of families each year, especially during times of disasters and national emergencies. PSAs encourage audiences to visit [FeedingAmerica.org](https://www.feedingamerica.org) to learn more about how they can help families in need.

Discovering Nature

- Since 2009, the Ad Council and USDA Forest Service’s Discover the Forest campaign has encouraged parents and caregivers to take their families out to the forest to experience and reconnect with nature. Our new creative work highlights the power of music to inspire meaningful experiences in nature, where families can deepen their connection with each other and the outdoors.
- The campaign has developed new music created especially to inspire Black and Latine parents and caregivers to “feel the beat of nature” and experience the outdoors firsthand with their families, whether in a forest, local park, or urban green space.

High School Equivalency

- For more than 34 million American adults without a high school diploma, opportunities are limited. Many are living in poverty, but it's not too late to go back to school. As an evolution of the Finish Your Diploma campaign, the new work When You Graduate, They Graduate highlights the impact that going back to school and getting your High School Equivalency can have on your loved ones and community. Taking the steps to go back to school and get your GED can help you and your loved ones have a brighter future.
- Since 2010, [FinishYourDiploma.org](https://www.finishyourdiploma.org) has connected nearly two million people with free adult education classes to help them earn their high school equivalency, so they can connect to a better tomorrow. Visit the site to learn more about resources to help with graduation, connect with free classes, and learn more about other graduate's stories.

Caregiver Assistance

- There are 48 million unpaid family caregivers in the United States. Most caregivers are family members or friends who are working, managing their own families and caring for their loved ones at the same time. For many, the caregiving role doesn't start all at once—it starts with simple things like scheduling a doctor's visit or helping with daily errands, then gradually expands until it becomes a major commitment. On average, caregivers provide 23 hours of care a week, the equivalent of an unpaid, part-time job.
- Since 2011, we have encouraged caregivers to care not only for their loved ones, but also for themselves. To date, the campaign has targeted several audiences: general market women age 40 to 60, male caregivers age 35 to 60, and Hispanic/Latino and African American/Black caregivers with an emphasis on women ages 35 to 60.
- The campaign directs viewers to AARP's Family Caregiving site, where caregivers can find free Care Guides, self-care tips, planning resources, legal and financial guidance, and more.

High Blood Pressure Control

- Nearly half of all American adults have high blood pressure, yet only about 1 in 4 individuals have their condition under control. Because of the pandemic and persisting health inequities, there is an exacerbated high blood pressure impact on communities of color, particularly for Black, Hispanic/Latine, and Native American adults.
- The "Get Down With Your Blood Pressure" campaign teaches adults that self-monitoring their blood pressure is as easy as 4 simple steps: get it, slip it, cuff it, check it. Along with talking to your health care provider on a blood pressure management plan, taking these steps can decrease the incidence of stroke, heart attack, and heart failure.
- Visit ManageYourBP.org or BajaTuPresion.org for tools and resources related to self-monitoring your blood pressure and speaking to your health care provider.

Diversity and Inclusion

- Hate crimes are on the rise, and yet 85% of Americans consider themselves unprejudiced.
- Bias and discrimination are among the most pressing issues facing our nation today. Love Has No Labels is a movement to promote acceptance and inclusion of all people across race, religion, gender, sexual orientation, age and ability.
- Throughout its duration, Love Has No Labels has opened a dialogue about our implicit biases—our assumptions, stereotypes, and unintentional actions toward others based on their perceived differences or labels—and erodes those biases by flooding the market with diverse images of love.
- We believe love is the most powerful force to overcome bias. Together, we can create a more inclusive world.

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 a heart attack or stroke. Of these individuals, more than 80% of people with prediabetes don't know they have it. Thankfully, the vast majority of people with prediabetes can take steps to reduce their risk. Through weight loss, diet changes, and increased physical activity, prediabetes can often be reversed.
- These PSAs encourage viewers to visit the campaign website where they can take a one-minute risk test to know where they stand. The campaign highlights the importance of early diagnosis, speaking with your doctor and visiting DoIHavePrediabetes.org to learn more about prediabetes.

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.
- People 50 and older are the fastest growing age segment in America, and they can expect to pay for a longer retirement. Yet nearly seven in 10 Americans approaching retirement having less than a year's income saved.
- Since 2017, we have empowered adults 45 to 60 to prepare for their retirement. The campaign directs viewers to a three-minute online chat with Avo, a friendly digital retirement coach. After completing the chat, viewers receive a personalized retirement savings action plan with free tips to help them take charge of their financial futures today.

Lung Cancer Screening

- Lung cancer is the #1 cancer killer of men and women. Compared to other cancers, it has one of the lowest survival rates, but with the new lung cancer screening, approximately fourteen million people in the U.S. who are at high risk for lung cancer can be saved with this early detection and treatment. If everyone at high risk were screened, close to 48,000 lives could be saved.
- “Saved By The Scan” drives current and former smokers to take a lung cancer screening eligibility quiz at SavedByTheScan.org. Since the campaign's launch in August 2017, 26% of quiz respondents have been eligible for a low-dose CT scan.
- The campaign has saved lives and continues to educate.

Teen and Youth Adult Mental Health

- Young adulthood is a critical time, when many people experience mental health issues and significant stress from life transitions like moving from home and beginning college or a career.
- Seize the Awkward empowers young adults to help friends who are struggling with mental health issues (and who may be at risk for suicide) by encouraging them to consistently start and sustain conversations about mental health with their friends.
- The new iteration of the campaign, “Whatever Gets You Talking,” showcases the variety of ways young people can start and continue those conversations with their friends, whether that be through a GIF, emoji, call or text.
- The campaign drives to SeizeTheAwkward.org, where visitors can explore resources and tools to help them start a conversation with a peer around mental health.

Gun Safety

- The End Family Fire campaign highlights the importance of safe gun storage and introduces the term “family fire,” giving a name to any shooting that involves an improperly stored or misused gun found in the home. Unintentional shootings, suicide, and intentional shootings are all forms of family fire.
- With about 43 percent of U.S. adults living in a household where there is a firearm, family fire is an issue that affects communities across the country. Now, more than ever, storing guns safely – locked, unloaded, and separately from ammunition – can keep our families and communities safe.
- To best protect your loved ones – store guns safely.

Child Car Safety

- Motor vehicle crashes are a leading cause of death for children under 13. This campaign encourages parents and caregivers to correctly buckle up their kids in the right seat for their age and size by reminding them of the importance of getting the big stuff, like car safety, right.
- To ensure parents and caregivers are properly securing their children in the best car seat restraint for their age and size, they can visit NHTSA.gov/TheRightSeat or NHTSA.gov/Protegidos.

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.

Alzheimer's Awareness

- More than 6 million Americans live with Alzheimer's, but fewer than half have received an official diagnosis. Close family members know their loved ones best and are typically the first to notice memory issues or cognitive problems but they're often hesitant to initiate a conversation—even when they know something is wrong.
- Talking about the changes you are noticing in your loved one is hard, but an early diagnosis can have significant benefits, including eliminating uncertainty and providing more time for support. Encourage families to start a conversation with their person alongside their doctor - the first step towards a possible ALZ diagnosis, and creating a plan of action.
- Using real stories, the goal of “Hopeful Together,” created in partnership with the Alzheimer's Association, is to spread awareness of the benefits of getting an early diagnosis and encourages open communication between loved ones about cognitive health. An early diagnosis can give you and your family more time to plan together, allows participation in care decisions, you and your family will be able to review and update legal documents, discuss finances and property, and identify your care preferences. The website Alz.org/TimeToTalk and Alz.org/Tiempo for Spanish speakers offers families helpful tools and resources, including information on the disease and the benefits of an early diagnosis.

Youth Vaping Prevention

- Vaping can cause irreversible lung damage and affect kids' brain development, but parents can play a vital role in preventing their kids from using e-cigarettes. Thousands of kids start vaping every day, so it's important for parents to have proactive and ongoing conversations about the dangers of trying e-cigarettes.
- The most recent creative, “#DoTheVapeTalk,” capitalizes on popular viral dance video trends, and drives parents to visit TalkAboutVaping.org for tips on when and how to have the vape talk with their kids.

Flu Vaccination

- During a severe season, as many as 41 million Americans get sick from the flu, resulting in up to 710,000 hospitalizations every year. Furthermore, longstanding inequities that put undue burden and barriers on Black and Latinx/Hispanic communities have resulted in flu vaccine coverage disparities and disproportionate impacts of the flu. The Flu Vaccination campaign encourages everyone to get a flu shot to protect themselves, their loved ones, and their communities against the flu. This year, it can also help us avoid missing out on fun moments like spending time with family and friends.
- PSAs direct audiences to GetMyFluShot.org for more information, including where to get a flu shot.

Belonging Begins With Us

- We've all had moments where we've felt we didn't belong, but for people who moved to this country, that feeling lasts more than a moment. We all want to feel safe and included in the community we call home, but today, too many of our neighbors experience exclusion, isolation, harassment, and even violence on the basis of their identity.
- Belonging Begins with Us is a new campaign with PSAs that empower viewers to foster a more welcoming nation where everyone - regardless of background - feels they belong. Each of us has the power to welcome others into our communities.
- Visit BelongingBeginsWithUs.org to read real stories of welcoming and belonging from across the country and find ways to get involved in your own community.

Middle School Mental Health

- There is a mental health crisis among our country's youth. Young adolescents (10-14) are experiencing increased rates of mental health challenges and youth of color, in particular, face the additional trauma of systemic racism and greater challenges in accessing the support they need.
- Sound It Out uses the power of music to help parents and caregivers have meaningful conversations with their middle schoolers about emotional wellbeing. We paired middle-school aged kids and their caregivers with musical artists, like KAMAUU, Tobe Nwigwe, Empress Of, and Lauren Jauregui, to create an album of exclusive songs inspired by the emotions in their conversations. The album is available at SoundItOutTogether.org and EscuchandoSentimientos.org, where caregivers can also access free, expert-vetted resources to guide conversations with their child about emotional wellbeing.

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

American Radio Journal
2023 Q4 Program Notes

(September 30, 2023 - October 6, 2023) This week on American Radio Journal: Lowman Henry talks with Merrill Matthews from the Institute for Policy Innovation about the unreliability of alternative fuels; Scott Parkinson from the Club for Growth has the Real Story on how the candidates performed in the second Republican Presidential debate; Eric Boehm of Reason magazine discusses President Joe Biden and the decline of unionized manufacturing; And, Jonathan Williams from the American Legislative Exchange Council details how ideologically-based investing is harming public employee pension funds.

(October 7, 2023 - October 13, 2023) This week on American Radio Journal: Lowman Henry talks with Daren Bakst of the Competitive Enterprise Institute about the Biden Administration's five-year plan to slash American off-shore oil and natural gas production; Scott Parkinson from the Club for Growth has the Real Story on what comes next after the ouster of House Speaker Kevin McCarthy; Eric Boehm of Reason magazine reports on how decades of low rate borrowing is now driving up the federal deficit; And, Colin Hanna of Let Freedom Ring, USA has an American Radio Journal commentary on the Biden Administration's irresponsible energy policies.

(October 14, 2023 - October 20, 2023) This week on American Radio Journal: Lowman Henry talks with Steven Simon from the Quincy Institute for Responsible Statecraft about the impact of the terrorist attacks on Israel; Scott Parkinson from the Club for Growth has the Real Story on the week's political developments; Eric Boehm from Reason magazine talks with Veronique DeRugy of the Mercatus Center at George Mason University about the impact of the federal budget deficit; And, Dr. Paul Kengor from the Institute for Faith & Freedom at Grove City College has an American Radio Journal commentary on the rising popularity of women's collegiate volleyball.

(October 21, 2023 - October 27, 2023) This week on American Radio Journal: Lowman Henry talks with E J Antoni from the Heritage Foundation about how inflation is stressing the American consumer; Scott Parkinson from the Club for Growth has the Real Story on congressional dysfunction; Eric Boehm of Reason magazine looks into wasteful and unnecessary COVID pandemic spending; And Jonathan Williams from the American Legislative Exchange Council has an American Radio Journal commentary on states being fiscally responsible

(October 28, 2023 – November 3, 2023) This week on *American Radio Journal*: **Lowman Henry** talks with **Lora Ries** of the Heritage Foundation about America's immigration crisis; **Scott**

Parkinson has the *Real Story* on the new Speaker of the U.S. House of Representatives; **Eric Boehm** of *Reason* magazine learns how federal spending is driving inflation from **Veronique DeRugy** of the Mercatus Center at George Mason University; And, **Colin Hanna** from Let Freedom Ring USA has an *American Radio Journal* commentary on why Israel's right to self defense is not the more equivalent of Hamas terrorism.

(November 4, 2023 – November 10, 2023) This week on *American Radio Journal*: **Lowman Henry** talks with **Jason Isaac** of the American Energy Institute about securing America's energy future; **Scott Parkinson** from the Club for Growth has the *Real Story* on Speaker Mike Johnson's first week in office; **Eric Boehm** of *Reason* magazine discusses saving Social Security with **Patrick Hedger** of the Taxpayer Protection Alliance; And, Dr. **Paul Kengor** from the Institute for Faith & Freedom at Grove City College has an *American Radio Journal* commentary on the tragic impact of Hamas governing Gaza.

(November 11, 2023 – November 17, 2023) This week on *American Radio Journal*: **Ken Cuccinelli** from the Election Transparency Initiative discusses the Biden Administration's tinker with voter registration; **Scott Parkinson** from the Club for Growth has the *Real Story* on election results in Virginia, Kentucky and Mississippi; **Eric Boehm** of *Reason* magazine reports on the outcome of ballot measures in Maine and Colorado; And, **Jonathan Williams** from the American Legislative Exchange Council has an *American Radio Journal* commentary on Colorado's Taxpayers' Bill of Rights surviving yet another attempt to destroy it.

(November 18, 2023 – November 24, 2023) This week on *American Radio Journal*: **Lowman Henry** discusses the war between Israel and Hamas with **Matt Brooks** of the Republican Jewish Coalition; **Scott Parkinson** from the Club for Growth has the *Real Story* on the latest federal budget continuing resolution; **Eric Boehm** of *Reason* magazine talks with **Andrew Wolford** of the National Taxpayers Foundation about Americans fleeing high tax states for low tax states; And, **Colin Hanna** of Let Freedom Ring has an *American Radio Journal* commentary on Nikki Haley and the race for the Republican Presidential nomination.

(November 25, 2023 – December 1, 2023) This week on *American Radio Journal*: **Lowman Henry** talks with **Keith Naughton** of Silent Majority Strategies about the political landscape as the 2024 election cycle gets underway; **Scott Parkinson** from the Club for Growth has the *Real Story* on key congressional races in 2024; **Eric Boehm** of *Reason* magazine gets details on changes to federal regulations governing franchise operators from **Jarrett Dieterle** of the R Street Institute; And, Dr. **Paul Kengor** from the Institute for Faith & Freedom at Grove City College has an *American Radio Journal* commentary on RFK, Jr. being refused Secret Service protection.

(December 2, 2023 – December 8, 2023) This week on *American Radio Journal*: **Wayne Crews** from the Competitive Enterprise Institute reports on *Ten Thousand Commandments: An Annual Snapshot of the Federal Regulatory State*; **Scott Parkinson** from the Club for Growth has the *Real Story* on Virginia becoming a battleground state; **Eric Boehm** of *Reason* magazine looks for lessons from the recent Argentinian Presidential election; And, **Jonathan Williams** from the American Legislative Exchange Council has an *American Radio Journal* commentary on why people are flocking to Florida.

(December 9, 2023 – December 15, 2023) This week on *American Radio Journal*: **Lowman Henry** talks with **Henri Schneider** of the Competitive Enterprise Institute about the pageantry and posturing at the COP28 climate summit; **Scott Parkinson** from the Club for Growth has the *Real Story* on the impact of Kevin McCarthy's resignation from congress; **Eric Boehm** of *Reason* magazine talks about more COVID-19 relief fraud; And, **Colin Hanna** from Let Freedom Ring, USA has an *American Radio Journal* commentary on the lesson learned from Pearl Harbor.

(December 16, 2023 – December 22, 2023) This week on *American Radio Journal*: **Mike Gonzalez** from the Heritage Foundation provides analysis of a congressional hearing during which three university presidents failed to condemn hate speech against the Jewish people; **Scott Parkinson** from the Club for Growth has the *Real Story* on a new leader for the House Freedom Caucus; **Eric Boehm** of *Reason* magazine discusses the drawbacks of administrative courts with **Stone Washington** of the Competitive Enterprise Institute; And, Dr. **Paul Kengor** from the Institute for Faith & Freedom at Grove City College has an *American Radio Journal* commentary on why *It's a Wonderful Life* is the best film of all time.

(December 23, 2023 – December 29, 2023) This week on *American Radio Journal*: **Lowman Henry** talks with **Greg Wrightstone** of the CO2 Coalition about his new book: *A Very Convenient Warming: How Modest Warming and More CO2 Are Benefitting Humanity*; **Scott Parkinson** from the Club for Growth has the *Real Story* on a Colorado Supreme Court ruling tossing Donald Trump from the Republican primary ballot; **Eric Boehm** of *Reason* magazine talks with **Steven Greenhut** of the R Street Institute about California's huge budget deficit; And, **Jonathan Williams** from the American Legislative Exchange Council has an *American Radio Journal* commentary on big policy wins at the state level in 2023.

(December 30, 2023 – January 5, 2024) This week on *American Radio Journal*: Dr. **Paul Kengor** the new Editor-In-Chief of the *American Spectator* talks about the history and impact of the venerable publication; **Scott Parkinson** from the Club for Growth has the *Real Story* on key 2024 U.S. Senate races; **Eric Boehm** and **Stephanie Slade** of *Reason* magazine report on the colorful & Libertarian history of Key West; And, **Colin Hanna** of Let Freedom Ring USA has an *American Radio Journal* commentary on the 2024 Presidential Election.

