

KWHD TV 14

2015 3rd Quarter

July, August, September Issues/Programs List

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

Prepared by:
Elaine Jackson
General Manager

The following public service oriented programs aired on KWHD TV-14 during the **THIRD** quarter of 2015.

The Harvest Show—60 minute daily program.

This program is not only for the education of adults but teens and children in some areas. The Harvest Show educates the audience on news of concerns around the world. Each show highlights a certain theme and stories are aired related to this theme. The program serves to educate and inform viewers through book reviews and interviews with the authors, discussions with musicians, movie reviews, international news and much more. The Harvest Show airs weekdays at 8am and 9pm.

Young America Outdoors. Veggie Tales. Real Winning Edge. Lassie's Pet Vet and Made In Hollywood Teen Edition—all programs aired on KWHD TV in accordance with the 1990 Children's Television ACT (ATC) intended to increase educational and informational programming for children viewing on television. These programs address issues of concern to the community such as bullying, establishing trust and making positive life choices.

Public Service Announcements— PSAs are run at a rate of approximately 10 per day during family programming 02:00-08pm weekdays. PSAs that ran during the 3rd quarter of 2015 were

Making Healthy Choices
Health Insurance marketplace – Insure Kids Now
Ad Council – Food Safety
Ad Council – Emergency Preparedness
Ad Council – Grads of Life
Ad Council – Campaign for Disability Employment
Ad Council – Healthy Mouths, Healthy Lives
Ad Council – Heart Health
Ad Council – Recycling
Organ Donation – Play Through with Erik Compton

KWHD

Issues/Programs List for the 3rd Quarter of 2015

The Harvest Show
Monday-Friday 08:00am, 09:00pm

07/01/15 - He was born in the fascinating land of the Bible. Director of Israel Ministry of Tourism Omer Eshel joins us with an update on travel to the Holy Land. And Duck Dynasty's Si Robertson and actor Stephen Baldwin discuss the making of the patriotic new film 'The Faith of Our Fathers.' And discover the biblical meaning of positive thinking in part two of 'How to Avoid the Mind Trap' with Pastor Mark Lantz. International news with Chuck Freeby.

07/02/15 - He stirs audiences around the country with his world-class baritone voice. Classical singer David Britton belts out a patriotic performance live in Studio B. And food for thought. Pastor Mark Lantz reveals the secret to a healthy, holy thought life in the conclusion of 'How to Avoid the Mind Trap.' Train accidents are making the headlines today we'll have the latest on the Philippine Ferry and U.S train derailment. And Brian Bush updates us on situations in the Sinai Province and Syria. International news with Chuck Freeby.

07/06/15 - What to do when life hurts? Author Deanna Slamans talks about the incredible faithfulness of God in times of suffering in her project 'Faith's Pursuit'. And are Christians really judgmental or do we get a bum rap for speaking truth? Pastor Hugh Halter weighs in with answers from his new release. Also, Middle East correspondent Brian Bush joins us with an update on the Iran Nuclear deal talks. International news with Chuck Freeby.

07/07/15 - Why are imperfect people often used to do God's perfect will? Author Pat Schatzline explains why and how in his message on greatness. And Pastor Mark Lantz says there are six things believers need to say every day. Discover what they are in today's Connections. And Sidewalk Prophets are among the A-list artists at the upcoming World Pulse Festival. Catch their hit music video later in the show. International news with Chuck Freeby.

07/09/15 - A mouthwatering menu for meat lovers! Troy DeShone fires up the grill with sizzling ribeye steaks, beef tender fillets, and asparagus done just right. Plus, change your words, change your life. Discover the secret to abundant blessing in 'Six Things Believers Need to Say Every Day' in today's Connections. And later in the show, Middle East correspondent Brian Bush joins us with an update from the Old City in Jerusalem. International news with Chuck Freeby.

07/10/15 - Pastor Mark Lantz concludes his teaching series on '6 Things Believers Need to Say Every Day'. Alisa Kaplan joins us via SKYPE to talk about her latest book "Still Room for Hope". International news with Chuck Freeby.

07/20/15 - Do you sometimes feel misinformed, misunderstood or that you just don't fit? Pastor Mark Castor reveals the secret to unlocking your future. And he gave an amazing performance at World Pulse Festival. Chuck recently caught up with singer Michael W. Smith with the back story on his new film came. And Brian Bush joins us later in the show with an update on the Iran nuclear deal. International news with Chuck Freeby.

07/21/15 - The Bible says it's not enough to read about Jesus; we must live like Him. Minister Randy Frazee explains how in the 'Believe' project. And one small miracle can make a huge difference. Learn to unlock the miraculous in your life with Pastor Mark Lantz. And we all know she has an amazing voice, but can she act? Singer Amy Grant talks about her new film project at World Pulse Festival. International news with Chuck Freeby.

07/22/15 - She escaped the sex industry only to return and rescue others. Former exotic dancer Anny Donewald shares her incredible story of hope and healing. And they gave an electrifying performance at World Pulse Festival. Stefan goes backstage with band members of Building 429 for a ministry update. And are modern-day miracles really possible? Pastor Mark Lantz separates fact from fiction in part two of 'Stepping Into the Miraculous.' International news with Chuck Freeby.

07/23/15 - Can prophesy help you discover your God-given destiny? Prophet Hubie Synn discusses the purpose of this sometimes misunderstood ministry. And why do some people experience miracles and others do not? We have the answer for you in part three of 'Stepping into the Miraculous.' International news with Chuck Freeby.

07/24/15 - A family member did the unthinkable to her when she was just three years old. Author Shannon Deitz opens up about her courageous story of survival. And the house that love built. The founder of Shanghai Healing Home James Weidner shares his mission to provide hope to Chinese children. And Brian Bush joins us with an update on the latest news making headlines in the Middle East. International news with Chuck Freeby.

07/28/15 - Taking the gospel to the most unlikely places. The founder of Jesus Cares Sean Dunn talks about reaching hurting youth with help from MTV and VH1. And in today's Prosperity Matters. Pete and Harold Hazen discuss information you need to know about social security benefits. And why does Valerie get all the fun assignments and I'm stuck here? Val and Patty Palmer take you to the beautiful banks of Lake Michigan for today's devotion. International news with Chuck Freeby.

07/29/15 - Overcoming a victim mentality with help from above. Pastor James Ward Jr. reveals what it takes to break the cycle of mental defeat. And Brian Bush joins us with an update on the parole of former spy Jonathan Pollard. And Patty Palmer recently joined me on location at beautiful Silver Beach for a devotion on the purpose and plan of God's power. International news with Chuck Freeby.

07/30/15 - The danger of pretending to be someone you're really not. Discover the real you with help from author and licensed counselor Rita Schulte. And Chuck goes backstage at World Pulse Festival for the back story on the Christian rock band Tenth Avenue North. And this place will take your breath away! Patty Palmer continues with part three of today's devotion at beautiful Silver Beach. International news with Chuck Freeby.

08/03/15 - Christian singer and songwriter Laura Kaczor opens up about God's power to heal the broken-hearted, and she performs new music from her project live in Studio B. And what do you do when life is blah and you need a pick-me-up? Pastor Mark Lantz answers that question in 'What to do During the Dormant Season.' And Brian Bush joins us from Israel with today's 'Moments in the HolyLand' International news with Chuck Freeby.

08/04/15 - He's a descendant of the tribe of Levi and a graduate of Hebrew University. Boaz Shalgi discusses biblical Israel versus the modern-day country. And we all go through dry spells in life, but what's a Christian to do? Pastor Mark Lantz offers a refreshing word in 'What to do During the Dormant Season.' And Brian Bush takes a break from the news to share part two of 'Moments From the Holy Land.' International news with Chuck Freeby.

08/05/15 - Passing the temptation test. Author Tim Chaddick reveals how to defeat the enemy without lifting a finger in his new project 'The Truth About Lies.' And evangelists Beverly and Louis Kenny discuss the blessings and challenges of reaching First Nations people with the gospel of Jesus Christ. Plus, discover how to grow your faith during the dormant seasons of life in today's Connections with Pastor Mark Lantz. International news with Chuck Freeby.

08/06/15 - Live Special from Indianapolis! We talk with the Indianapolis Metropolitan Police Chief Richard Hite. Learn about the creative process of a political cartoonist with Gary Varvel. And what it takes to be the chaplain of a major sports franchise with Colts chaplain Pastor Ken Johnson. International news with Chuck Freeby.

08/10/15 - A weight loss plan designed with your blood type in mind. Naturopathic doctor Joseph Christiano unlocks the mystery to shedding weight and keeping it off. And consumed by grief, set free by grace. Certified crisis counselor Susan Vandepol talks about ministry to the brokenhearted. And Brian Bush takes a break from the news to bring us Moments From the Holy Land in the beautiful Old City of Jerusalem. International news with Chuck Freeby.

08/11/15 - Best-selling author Ray Comfort takes on the homosexual agenda in his provocative new film. He joins us with the back story and the backlash. And Chuck goes behind the scene at World Pulse Festival for an update on the music and ministry of Vertical Church Band. And Pastor Mark Lantz returns from a well-deserved vacation with part one of a powerful end-times message, 'Finishing Strong.' International news with Chuck Freeby.

08/12/15 - Is this the beginning of the end for America? Ministry leader and author Cindy deVille weighs in with a prophetic message for Christians nationwide. And veteran filmmaker Timothy Mahoney shares fascinating findings from the Exodus story in his new documentary 'Patterns of Evidence.' Plus, Pete stands by with a ministry update on Feed the Hungry and its efforts to reach 30,000 needy children. International news with Chuck Freeby.

08/17/15 - Does eating fat necessarily make you fat? Naturopathic Doctors Mark & Michelle Sherwood reveal the secret to optimal health. And Feed the Hungry partners Jean-Pierre Rummens and Gwyn Williams return to the show from Germany and the UK with a ministry update. And Brian Bush is on standby in Jerusalem with the latest on the U.S., Iran deal. International news with Chuck Freeby.

08/18/15 - Why good without God isn't enough. Best-selling author John Bevere discusses the five-letter word that puts us in right standing with the Father. And his new release is a work of fiction, but is there biblical proof for a coming apocalypse? Prophecy teacher Paul Begley weighs in on the subject. And how to finish the year strong. Pastor Mark Lantz shares the biblical principles of goal setting in today's Connections. International news with Chuck Freeby.

08/19/15 - Is there a solution for the crisis in the Middle East? Dr. Al Nucciarone of Jerusalem Baptist Church weighs in on the question with unique insight. And we've all probably heard of the tribulation, but what is the Millennial Kingdom? Dr. Baruch shares his thoughts in his project 'The Coming King.' Plus, Brian Bush is on standby with an update on news coming out of the Middle East. International news with Chuck Freeby.

08/21/15 - Author Dr. James D. Dempsey reveals the ten most destructive lies about parenting in his new project 'Parenting Unchained.' And Valerie joins us with the President of Bethel College Gregg Chenoweth with an update on update on Christian Higher Education. And how to finish the year strong. Pastor Mark Lantz shares the biblical principles of goal setting in today's Connections. International news with Chuck Freeby.

08/24/15 - She's a hardworking singer/songwriter with an impressive nine albums to prove it! The Dove Award-winning Cheri Keaggy joins us live in Studio B. And he's a faithful supporter of shortwave radio. LeSEA Broadcasting partner Fred Felton shares why he believes in the mission of this vital ministry. And Middle East correspondent Brian Bush stands by in Jerusalem with an update on the latest news happening now in the Holy Land. International news with Chuck Freeby.

08/25/15 - When her father was murdered, she did what some people would never do. Author Laurie Coombs shares her compelling story of transformation. Plus, It has been a wild week on Wall Street. Financial commentator Craig Smith offers his analysis of the situation in our "Money Moment." And just when you think you have life all figured out, things change. Discover why in today's teaching 'When God Does the Unexpected.' International news with Chuck Freeby.

08/26/15 - The Bible makes it clear that demons are real, but can a Christian be controlled by one? Rabbi K.A. Schneider weighs in on the topic of self-deliverance. And Harvest show correspondent Kelly Vaughn catches up with Tony Dungy to find out what the Super Bowl-winning coach is doing to reach kids. And in today's Connections. Pastor Mark Lantz continues with part two of 'When God Does the Unexpected. International news with Chuck Freeby.

08/28/15 - It's about love, forgiveness, and the power of one woman's prayer. Actors T.C. Stalling and Michael Jr. share the back story on the highly-anticipated film 'War Room.' And the courage of this woman saved a nation. Discover life lessons from the Old Testament character Deborah in today's Connections with Pastor Mark Lantz. And Brian Bush is on standby with the latest news making headlines in the Middle East. International news with Chuck Freeby.

08/31/15 - The secrets of a successful marriage revealed. Author and speaker Sue Detweiler gets frank with couples in her release '9 Traits of a Life-Giving Marriage.' And the dust has settled, but there's still work to be done. Pete sits down with Chaplain Bob Hills for an update on the mission and ministry of IndyCar Ministry. And later in the show, we'll check out 'Soul on Fire,' the hit new music video by Third Day. International news with Chuck Freeby.

09/01/15 - A godly solution for a growing problem. Licensed therapist Dr. Linda Mintle shares practical ways to cultivate a truly, worry-free life. And in today's Money Moment. Chuck checks in with financial commentator Craig R. Smith for an update on the latest economic news. And are you in need of a do-over in life? Pastor Mark Lantz reveals why it's not too late in his new series 'The Power of a Second Chance.' International news with Chuck Freeby.

09/08/15 - If we spend more time thinking about the past than we do living in the present, it's time to get a life... The Rev. Charley Hames explains how in his new project 'Pressing Reset.' And he's the go-to-guy for retirement planning and charitable giving. Dr. Harold Hazen reveals secrets to successful money management in the golden years. Plus, Brian Bush is on standby with an update on news coming out of the Middle East. International news with Chuck Freeby.

09/09/15 - He was pronounced dead when the unthinkable happened. Don and Eva Piper share their incredible, near-death story that's now the focus of a new movie. And she lost a whopping 50 pounds! LeSEA TV host Kelly Vaughn talks about her dramatic weight loss, and the dangers of yo-yo dieting. And, if you could ask God for only one thing, what would it be? In today's Connections, discover why God is super anxious to bless us. International news with Chuck Freeby.

09/10/15 - The Bible says she was a prostitute, but what can we learn from Rahab and women like her? Bestselling author Ann Spangler shares the back story on her juicy new project. And Harvest correspondent Kelly Vaughn takes to the streets of Indianapolis, Indiana for an update on a new Feed the Hungry partnership. And the Bible encourages us to ask and it shall be given. Pastor Mark Lantz reveals the most important thing we should all ask God. International news with Chuck Freeby.

09/11/15 - The Bible says she was a prostitute, but what can we learn from Rahab and women like her? Bestselling author Ann Spangler joins us again to share the back story on her juicy new project. Craig Smith joins us for a Money Moment. International news with Chuck Freeby.

09/14/15 - Textbook faith. Bethel College President Gregg Chenoweth discusses the need for Christian higher education in a not-so-Christian world. And she was diagnosed with a rare brain tumor. Author Helo Matzelle reveals how she found hope when life seemed hopeless. And welcome to Motivational Monday! We'll help you jumpstart your week with words of wisdom from Pastor Mark Lantz. International news with Chuck Freeby.

09/16/15 - Why God uses ordinary people to do the extraordinary. Pastor Lawson Perdue shares his compelling story in his new release 'Uncommon Favor.' And real leaders don't talk like that. Discover practical principles of godly leadership in part one of Watch Your Language. Also We'll tell you how Europe is trying to secure its borders in light of the ongoing migrant crisis, and Brian Bush updates us on situations in Israel and Syria. International news with Chuck Freeby.

09/17/15 - How to change your marriage by changing the way you think. Award-winning author Shelia Wray Gregoire gets frank with women about difficult marriages. And Big Daddy Weave's new album releases tomorrow, but his brand new music video 'My Story' debuts today right here on 'Harvest.' And Middle East correspondent Brian Bush is on standby with an update from Jerusalem. International news with Chuck Freeby.

09/21/15 - Her new CD was birthed out of a season of pain and suffering ... Today Christian songwriter J.J. Heller sings about the goodness of God live in Studio B. And this holy site is critical to the fulfillment of end-times prophecy ... Pete and Israeli tour guide Yair Amichay explain why in today's Land of the Bible. Plus, Israel Up to the Minute with Middle East correspondent Brian Bush. International news with Chuck Freeby.

09/23/15 - Bruce Brummitt risked his life to smuggle Bibles and preach the gospel underground. The evangelist opens up about ministry behind the Iron Curtain. And on a scale of 1 to 10, how would you rate your relationship with God? Learn what it takes to grow your faith in part one of 'Life in the Vine.' And Brian Bush joins us later in the show from Jerusalem with an update on the latest news unfolding in the Middle East. International news with Chuck Freeby.

09/24/15 - She's a classically-trained violist with a powerful story to share. Singer and songwriter Jean Watson performs new music from her release 'Steady My Gaze.' And life lessons from the book of John. Discover what it really means to abide in the finish work of Christ in today's teaching, Life in the Vine. And in today's Israel Up to the Moment. Brian Bush joins us with an update on news happening in the Middle East. International news with Chuck Freeby.

09/28/15 - Now that the much-talked about four blood moons have come and gone, what's next? Pastor John Hagee discusses the spiritual significance of the recent lunar eclipse. And change your perspective, change your life. Pastor Mark Lantz shares the keys to godly success in today's motivational moment. We'll wrap up the coverage of the papal visit to the United States, plus Brian Bush updates us on some ongoing strife in Jerusalem. International news with Chuck Freeby.

09/29/15 - It's the only place in the world where God has placed His name. The new director of LeSEA Tours Kate Suski talks about fascinating findings in the Holy Land. And in today's Connections. Learn what it takes to have real vision in the tough times of life in part one of 'Seeing Past the Rubble.' And Pastor Charles takes to the streets for a one-on-one conversation with this man about the benefits of a constant life of prayer. International news with Chuck Freeby.

Did You Know?

- △ In the United States, **1 in 3** adults has high blood pressure.
- △ **77%** of people who have a first stroke and **69%** of people who have a first heart attack have high blood pressure.
- △ High blood pressure cost the nation an estimated **\$46.6 billion** in 2010.

heart.org/BloodPressure


American Heart Association
Check Cholesterol


American Stroke Association


Ad Council

"Hands Full":30 (Español tambien incluido)

Free or low-cost health insurance gives parents one less thing to worry about.



V/O: Parents sure have their hands full and they could use an extra hand. Now every state offers free or low-cost health insurance for your sports hero or budding artist. Los padres tienen las manos llenas... y los deportes son cosas extra. Ahora, cada estado ofrece seguro de salud gratis o a bajo costo... para sus heroes deportivos... o sus pequeños artistas.



Kids up to age 19 can get check-ups, doctor and dentist visits, hospital care, prescriptions and more.

Los hijos de hasta 19 años pueden recibir exámenes médicos, visitas al médico y dentista, atención en el hospital, medicamentos y más.



Your child may qualify based on your family size and income. It's one less thing to worry about. Call or go online to enroll now. Why wait?

Su hijo puede ser elegible a base del tamaño de su familia e ingresos. Es una cosa menos de que preocuparse. Llámennos o vébanos en línea para inscribirse hoy.



Health Insurance Marketplace



PSAs 5145-95

Dear Public Service Director:

Having high quality affordable health coverage can mean the world to children and their families. With health coverage, parents can rest easy knowing their children can get the routine preventive care that keeps them healthy and the medical help they need if they get sick or injured. Free and low-cost health insurance is available through Medicaid and the Children's Health Insurance Program (CHIP) and enrollment in these programs is available year round. Enrollment in Medicaid and CHIP has driven the percentage of uninsured low-income children from 25% in 1997 down to 13% in 2012. While this progress is very encouraging, there are still a substantial number of eligible children who remain without coverage.

The Connecting Kids to Coverage National Campaign, an initiative of the U.S. Department of Health and Human Services' Centers for Medicare & Medicaid Services (CMS), is increasing awareness about Medicaid and CHIP and how eligible family members can enroll. Children in a family of 4 earning up to \$47,700 a year or more may qualify. Coverage includes regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. **Children and teens up to age 19 who are eligible for Medicaid and CHIP can enroll any day of the year. Parents may be eligible for Medicaid too.**

We hope that you will use the enclosed public service announcements (PSAs) and inform families in your community about Medicaid and CHIP.

*"Hands Full" A 30-second television PSA available in English and Spanish. While parents may have their hands full raising their children and teens, with health coverage they have one less thing to worry about.

We also have digital creative available such as web banners and social media graphics, should you be interested in using the materials on your website or on social media. We thank you in advance for spreading the word about these critical programs. By providing children with the resources to get healthy and stay healthy, we can help ensure they are able to fully participate and succeed in school and in their extra-curricular activities.

If you have any questions, or need additional information, please contact CMS' Media Relations Group at (202) 690-6145. For more information about the campaign, go to www.insurekidsnow.gov.

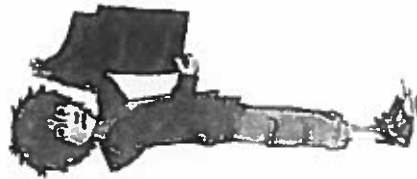
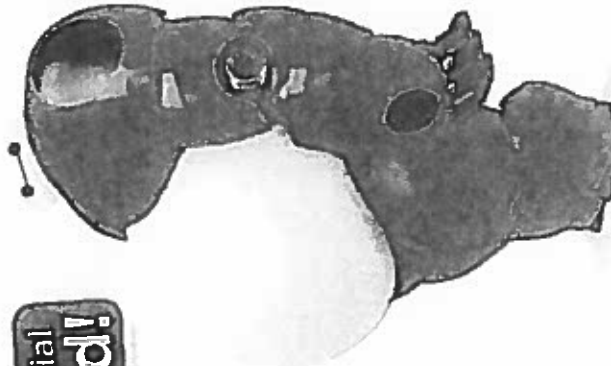
**If you make these PSAs available on broadcast television, they cannot run on any paid spot that is not used in paid advertising. The PSAs should not be used beyond May 31, 2015.

BE A BIG HERO. PREPARE FOR EMERGENCIES.



MAKE A PLAN
KNOW THE FACTS
GATHER SUPPLIES

**BONUS Material
Included!**



See the characters you discovered with footage and characters from Disney's Big Hero 6 movie. Material available in English and Spanish.

Did you know?

According to a 2013 national Ad Council survey, 73% of Americans strongly agreed that taking simple steps to prepare for emergencies could help protect themselves and their families; however, only 60% had actually taken any steps to prepare.

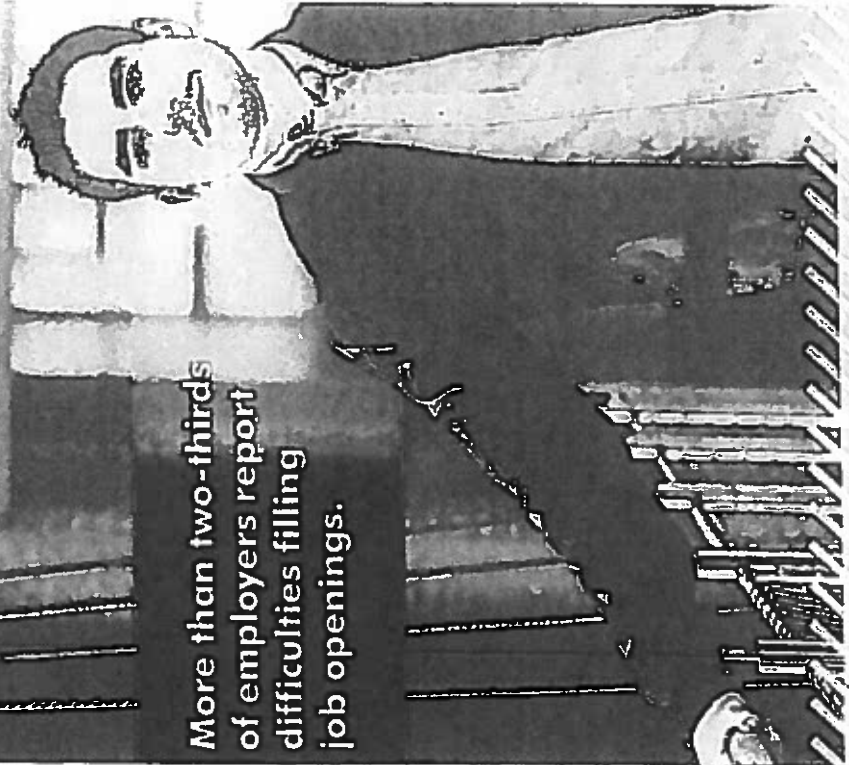
Only 19% of Americans claim to be very prepared for an emergency situation.

Despite the devastation hurricanes, tornadoes, wildfires, and other emergencies and disasters have caused in recent years, only 60% of Americans say preparation for natural disasters is very important to them.



GRADS of LIFE
.org

**More than two-thirds
of employers report
difficulties filling
job openings.**



Make any questions or comments, please contact grads@grads.org.

Public Service Director - Please Note: The enclosed PSA material contains an expiration date for the campaign message. Because of budget requirements, the PSA cannot be used after the expiration date. After the PSA, other PSA material may be used as clients for other ads.

All PSAs in this vehicle campaign are owned by The Advertising Council or the named Sponsor. Sale of spots may be to any other party is prohibited. No copying, cutting or modifications are permitted.

DID YOU KNOW?

6 million 16- to -24 year olds are out of work and out of school—that's more than 1 in 7 young adults who are disconnected from the education system and mainstream economy, plus millions more who lack a stable connection to either. Many are bright, motivated, eager to learn, and hard workers who take responsibility for their futures, but lack access to career training and opportunities. Both employers and taxpayers lose out when the potential of these young people is not realized. **Their disconnection is estimated to cost taxpayers \$93 billion per year in lost revenues and increased social services.**

These young adults represent an unrealized opportunity for employers to access millions of talented workers to fill critical entry-level positions and to grow their businesses and the economy. Despite persistent high unemployment, there are **more than 4 million job vacancies, in part because employers cannot find workers with the skills these jobs require.** More than two-thirds of employers report difficulties filling job openings.

By raising employers' awareness of the potential of this talent pool, we will change lives and strengthen the economy.



GRADS of LIFE
.org

Who I Am

:30 (:60 :15 and Quiénes Somos :30 also included)



Liz Antony:
Kate Matelan:
Ron Drach:
Vander Cherry:
Meg Guilford:
Ernas Bell:
RJ Mitte:
Kata Matelan:
Denyse Gordon:



I'm a wife
A sister
And a grandfather
I'm an office clerk
I'm a research analyst
Dance fitness instructor
Actor
I'm a copywriter
I'm a veteran



I have lupus
Cerebral palsy
I'm blind
And I'm working in a job I love
Because I was given a chance
To contribute my skills and talents



I'm a wife
A sister
And a grandfather
I'm an office clerk
I'm a research analyst
Dance fitness instructor
Actor
I'm a copywriter
I'm a veteran



Liz Antony
Pat Leahy:
Meg Guilford:
Liz Antony
Ron Drach:
Denyse Gordon:



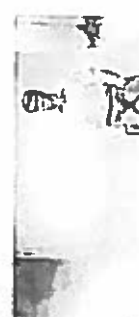
I have lupus
Cerebral palsy
I'm blind
And I'm working in a job I love
Because I was given a chance
To contribute my skills and talents



I have lupus
Cerebral palsy
I'm blind
And I'm working in a job I love
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To contribute my skills and talents



Pat Leahy
RJ Mitte:
Meg Guilford:
Vander Cherry
Kate Matelan
Meg Guilford



To show that my disability
is only one part of who I am
Who I am
Who I am
At work, it's what people can do that matters
For more information, visit WhatCanYouDoCampaign.org



To show that my disability
is only one part of who I am
Who I am
Who I am
At work, it's what people can do that matters
For more information, visit WhatCanYouDoCampaign.org

What can? YOU do. Disability Employment

Dear Public Service Director,

When we look at someone, do we see all of who they are?

This is the question the PSA "Who I Am" was created to address. "Who I Am" features nine people with disabilities who, with the notable exception of R.J. Mitte (featured in television's "Breaking Bad"), are not actors. Not defined solely by their disability, each of these individuals is the sum of their many life roles—which includes working in jobs they love.

Given that nearly one in five Americans has a disability—many of which are not apparent—nearly all of us will be affected by disability at some point in our lifetime. Anyone may acquire a disability through accident, injury or aging and many people have a parent, spouse, relative, neighbor or friend with a disability. This inspiring PSA will resonate with your viewers, particularly those who may have a hidden disability or know family or friends who do

"Who I Am" reminds us to see one another for who we are and what we can contribute. Employers and others watching the PSA will recognize the value of the diverse attributes, skills and talents that people with disabilities can bring to the workplace. The PSA will empower those with disabilities—especially those with non-apparent disabilities—to bring their whole selves to everything they do—including their work.

"Who I Am" is the third in a series of PSAs from The Campaign for Disability Employment (CDE), a collaborative effort of the U.S. Department of Labor's Office of Disability Employment Policy and leading business and disability organizations promoting employment opportunities for people with disabilities.

We are grateful that so many stations aired the CDE's previous PSAs, "I Can" and "Because," which achieved top ratings. Both helped demonstrate the value people with disabilities bring to the workplace. We hope you will do what you "can do" to help us continue spreading this important message by airing this PSA.

Sincerely,

Kathy Martinez
Assistant Secretary
Office of Disability Employment Policy
U.S. Department of Labor
www.whatcanyoudocampaign.org

For questions regarding this release please contact
Ken Hempel at ken@vaccess.com or 630-389-2223

2MIN 2XDAY

Easier than getting them to
eat something green.



DID YOU KNOW?

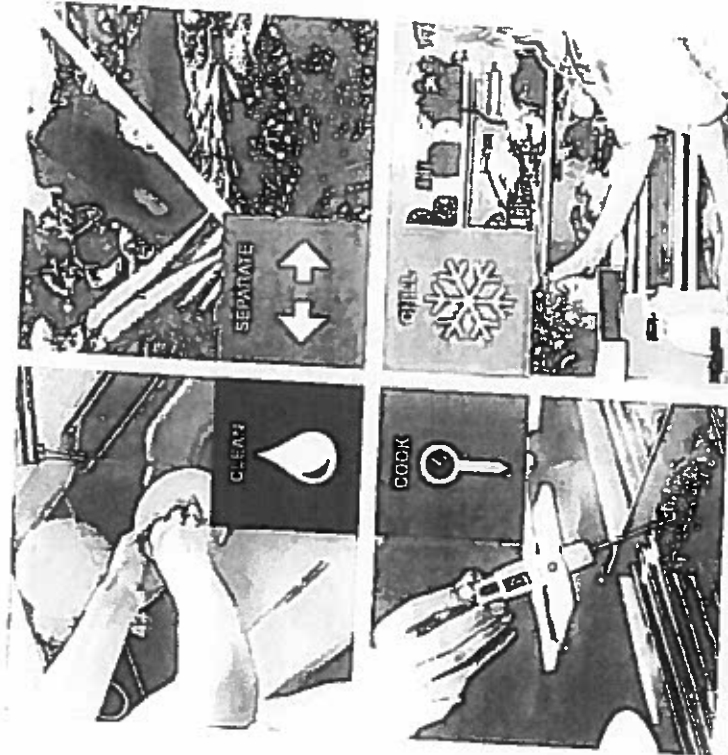
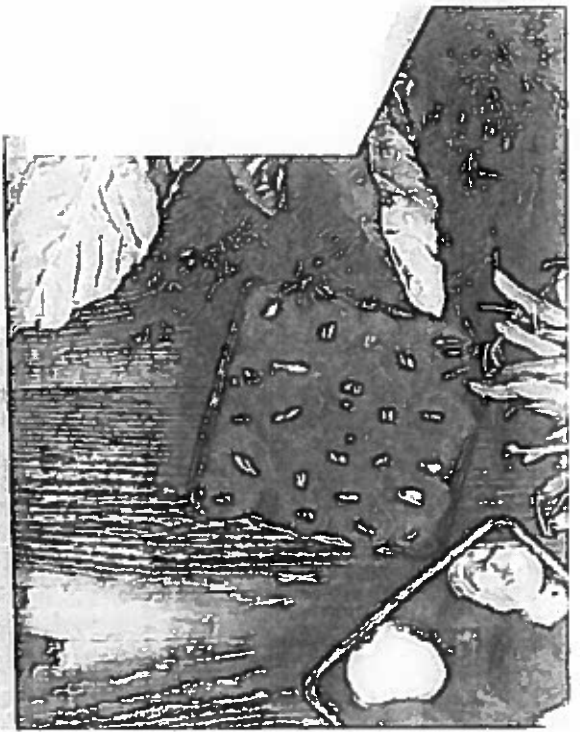
- Dental decay is 5 times more common than asthma.
- Children from low-income families and minority children are disproportionately affected by dental disease.
- More than 50 million school hours are lost each year to dental-related illness.
- 25 million work hours are lost by parents dealing with their children's dental disease.
- Poor oral health impacts a child's ability to learn, to develop self-esteem and to succeed socially.



Ad

DID YOU KNOW?

An estimated 48 million Americans get sick from foodborne illness each year, resulting in 3,000 deaths and 128,000 hospitalizations. Make sure you know how to keep your family safe!



Check your steps at www.FoodSafety.gov

- ✓ WASH HANDS AND SURFACES OFTEN
- ✓ SEPARATE RAW MEATS FROM OTHER FOODS
- ✓ COOK MEATS TO THE RIGHT TEMPERATURE
- ✓ REFRIGERATE FOOD PROMPTLY

