

## **KMVU 1Q 2024 Listing of Significant Programming Treatment of Local Issues**

During 1Q 2024, KMVU addressed local issues in the Medford/Southern Oregon Community through continuation of its far-reaching campaign(s) to educate and inform viewers and help solve community issues and problems as described below.

Throughout the calendar quarter, the station aired and sponsored public service announcements. Each issue given this priority distinction received between 200 - 500 (or even more) :30 & :15 second announcements in the quarter. The announcements ran at all times of the day: morning, afternoon & evening.

During the quarter, KMVU emphasized and addressed the following five local issues, among others:

1. **Arts & Culture:** KMVU produced and aired announcements for the Use Your Gift Foundation, a group that helps young local musicians get a start. Impact in the community is supporting the arts and the commerce related to the arts.
2. **Community Involvement:** KMVU created and ran several announcements for Medford's Pear Blossom Festival, promoting community involvement, health, culture, and local commerce.
3. **Child Adoption:** This PSA emphasizes the rewards of family bonding and showcases how families can celebrate new milestones such as high school graduations. The work directs audiences how to learn more about adopting a teen from foster care.
4. **Suicide Prevention:** Established in 1987, the American Foundation for Suicide Prevention (AFSP) is a voluntary health organization that gives those affected by suicide a nationwide community empowered by research, education and advocacy to take action against this leading cause of death.

This year, the AFSP has launched a campaign called "Talk Away the Dark" to help save lives through brave conversations about suicide. The campaign shows the impact of simple, direct dialogue about suicide and how to initiate those conversations when they are more important than ever.

5. **AHA: Blood Pressure:** Proper blood pressure is paramount to better health. PSA informs the public what proper blood pressure is, and how to achieve it. To be aware and keep track of good health.