

The following PSAs played on WJYL at various times throughout the 1<sup>st</sup> quarter of 2024:

## EDUCATION

### TV PSA – SETI Institute

#### “Discovering life in the universe” PSA Campaign

##### Program Description:

The SETI Institute, a nonprofit research and education organization, asks for your support in airing its recently produced video public service announcements (PSAs). The PSAs support the SETI Institute’s mission to lead humanity’s quest in understanding the origins and prevalence of life and intelligence in the universe.

It’s a critical time for Earth, humans, and space exploration. The SETI Institute has been around for close to 40 years, pioneering the most advanced sciences which were once seen as “science fiction.” Made famous by Carl Sagan’s movie, Contact (with Jodie Foster), the SETI Institute has become the foremost institution for searching for intelligent and technological life in the universe. The Institute was recently awarded the Planetary Protection Contract from NASA – protecting celestial bodies from contamination from terrestrial biology (like microbes) and protecting Earth from contamination from potential extraterrestrial biology.

The new TV PSAs feature Morgan Freeman, who lends his personality and energy to this important endeavor to expand people’s consciousness about space, our environment, and who we are. The PSAs end with a call-to-action to visit [www.seti.org](http://www.seti.org) to learn more.

## SAFETY

### Texting and 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.

## SAFETY

### 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.

## SAFETY

### 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.

## COMMUNITY

### 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](https://BelongingBeginsWithUs.org) to read real stories of welcoming and belonging from across the country and find ways to get involved in your own community.

## COMMUNITY

### Racial Justice Series

Racism and oppression have historically impacted and continue to profoundly affect Black and Brown communities and the nation at large. The pandemic has drawn further light to racial inequities, including a rise in anti-Asian hate. The Ad Council is committed to using our platform to support other external organizations dedicated to dismantling systemic racism and injustice.

In this series, we're spotlighting content created by these organizations that will help spark more dialogue and action around racial justice. We hope you'll take the time to learn more about these organizations and the great work that they're doing.

Courageous Conversation Global Foundation's Not a Gun Campaign

## COMMUNITY

### 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, 42 million people (1 in 8) including

13 million children (1 in 6), 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](http://FeedingAmerica.org) to learn more about how they can help families in need.

#### Program Description:

Did you know that over 9 million Americans are currently suffering from Dementia? When all forms of Dementia are combined, it represents the third leading cause of death in high-income countries. The tragedy of Dementia will affect all of us—or our loved ones—at some point. Yet few of us know much about it. These three PSAs feature Volunteer and President of the DSA, Kevin Jameson, who also experienced the effects of Dementia on a loved one. The PSAs serve to increase awareness of Dementia and encourage viewers to consult the free guide for information.

These three PSAs (:15, :30, :60) address the confusion so many of us have about Dementia and direct viewers to the free guide for answers.

#### Campaign Mission

Inform viewers about the new, free and informative guide to Dementia.

Raise awareness about the role of the Dementia Society of America in supporting Americans dealing directly or indirectly with Dementia.

To direct viewers to [1800Dementia.org](http://1800Dementia.org) or 1-800-DEMENTIA for more information.

#### Health and Wellness

Nearly 70 million adults across the U.S. are likely to experience mental health challenges – while also holding attitudes and beliefs that may discourage them from seeking help.

“Love, Your Mind” inspires people across the country to nurture their relationship with their minds the same way they care for their closest

personal relationships. Because when we start to see our mental health as a partnership that needs our love and attention, we can experience how taking care of it lays the foundation for success in every area of our lives.

All “Love, Your Mind” PSAs and activations promote [LoveYourMindToday.org](https://LoveYourMindToday.org) & [ConAmorTuMente.org](https://ConAmorTuMente.org), a new website that helps individuals explore specific emotions and scenarios that can affect their mental health, along with suggesting self-care strategies and coping practices.

February 2024

Weather 5 day forecast for Sitka area aired Every Week day 7:30am-7:32am

March 2024

Weather 5 day forecast for Sitka area aired Every Week day 7:30am-7:32am