

WYME-TV Quarterly Issues
Third Quarter 2018 Report
Covering July 1, 2018 through September 30, 2018

Through informal ascertainment and oral communications with community members, at-large, it was determined that among the concerns of the Gainesville community were the following issues:

Community Activities and Events

Healthcare and Medical News

Consumer Information

The following pages reflect descriptions of programming broadcast on WYME during 2nd Quarter that respond to the needs of the community.

WYME-TV Quarterly Issues

Issue: Consumer Information

Program: Alachua County Talks

Type of Program: Locally produced weekly half hour regarding County issues and concerns

Airdate: Sundays, Second Quarter 2018
July 1, 2018 through September 30, 2018

Airtime: 10am and 12pm

Duration: 30 Minutes

Description: This program is a local interview show produced by the County of Alachua. The host interviews various county employees who discuss matters of concern for Alachua County residents addressing such issues as regulation, conservation, education, government offices and their functions and other pertinent issues.

WYME-TV Quarterly Issues

Issue: Community Activities and Events

Program: The Ilene Silverman Show

Type of Program: Locally Produced Public Affairs Program

Airdate: Sundays, Second Quarter 2018
July 1, 2018 through September 30, 2018

Airtime: Sundays, 11am and 12:30pm

Duration: 30 Minutes

Description: On a weekly basis, we air this locally produced public affairs program which covers a wide array of community issues, including crime, education, politics, health, etc.

WYME-TV Quarterly Issues

Issue: Community

Program: Local Discovery

Type of Program: Locally produced half hour regarding local businesses and things to do in North Central Florida

Airdate: Sundays, Second Quarter 2018
July 1, 2018 through September 30, 2018

Airtime: 10:30am

Duration: 30 Minutes

Description: The show that travels North Central Florida featuring local businesses.

WYME-TV Quarterly Issues

Issue: Health

Program: Gainesville Health Connection

Type of Program: Locally produced half hour regarding health issues and choices

Airdate: Sundays, Second Quarter 2018
July 1, 2018 through September 30, 2018

Airtime: 11:30am

Duration: 30 Minutes

Description: The show that travels North Central Florida answering viewers questions as to how we can all feel more confident in our health, our appearance and our overall well-being.

Public Service Announcement List Third Quarter 2018

Poison Control – Poison Helpline - PSA that encourages people to call the Poison Control helpline for any questions or issues with mixing medications, swallowing household cleaners, paint or mushrooms, or being bit by a bug, snake or spider. The helpline is there for any home, work or outdoor questions and is staffed by medical professionals.

Homeland Security – Protect Your Everyday – This PSA shows Americans from every walk of life just doing what they do each and every day. It talks about how sometimes something might happen that does not seem quite right, that it is not paranoia, it is about standing up and protecting our community. All the details add up to make a bigger picture. It encourages viewers, if they see something, to say something.

National Parks Foundation – Parks – A visually exciting PSA showing how our National Parks are everything from natural wonders to historical wonders. Encourages viewers to, get out there, and find your park.

Buzzed Driving Prevention- Neon Signs – Approximately every 51 minutes, someone is killed in a drunk driving crash. Everyone knows that buzzed driving can have devastating physical consequences, but did you know it can have huge financial consequences as well.

Arbor Day Foundation- Replanting Trees- PSA designed to educate on the importance of continuing to plant trees. This is essential to the well- being of our planet.

Foundation for a Better Life – values.com – A series of kid friendly PSA's which encourage viewers to respect one another and the world around us.

-Nature- take the time to appreciate everything that Nature gives us.

-Everything I Do - “Everything I do, I do it for you.” That enduring lyric performed by Bryan Adams has inspired millions around the world. It holds a message of compassion, commitment...and caring. Enjoy the range of tender and inspiring moments depicted in our newest video—from firemen rescuing a small child to a mother moving heaven and earth just to get everyone off to school. The hope is, in some small way that watching this message will help you recognize your own caring nature and “pass it on”!

-Oliver With a Twist - British orphan Oliver Twist always seems to find a way into our hearts. For this TV commercial, we add our own spin to the famous scene in Oliver's story when he asks for more food at the orphanage. This tale takes on a twist of fate by way of practicing good manners!

-Ballet - There is a special something about successful people. Even when they fail there is an inner strength that keeps them moving forward. Popular books share insights and often delve deep to explain this phenomena with sports legends, business executives, scientists, inventors, educators and artists. We think you will enjoy a charming but instructional moment in a young ballerina's life with Justin Bieber's "Born to Be

Somebody.” This young girl reminds us that underlying every accomplishment in the face of opposition is the all-important trait of Confidence... Pass It On.

Southeastern Guide Dogs- Jackie and Gibson- PSA that introduces future guide dogs as puppies. Tells the viewer how these dogs help deliver freedom, confidence, and independence to those who need help.

Southeastern Guide Dogs- Puppies with a Purpose- PSA that introduces future guide dogs as puppies. Tells the viewer how these dogs help deliver freedom, confidence, and independence to those who need help.

Salute America’s Heroes- Bet on a Vet- This PSA campaign urges employers everywhere to Bet on a Vet by hiring a veteran into their workplace. Campaign sponsored by The Coalition to Salute America’s Heroes.

National Volunteer Fire Council- Make Me a Firefighter- With 87% of U.S. communities protected by volunteer firefighters, raising awareness of the need for volunteer fire service personnel is critical to ensuring public safety. The NVFC is asking for your support by airing these PSAs to help get the word out about this need. The PSAs end with a call-to-action to visit www.MakeMeAFirefighter.org, where viewers can learn more, find local volunteer opportunities, and connect directly with their respective local fire department.

World Wildlife Federation- Anything is Possible and Protect Our Earth- There are environmental issues that impact our planet. The only way we can spark change is to work together and truly make a difference. This PSA shows a beautiful array of animals to help educate on conservation efforts.

Make the Connection- US Department of Veterans- Strength over Silence- PSA designed to educate Veterans to reach out for mental health support. Reaching out is a strength not a weakness. There is help for our Vets.

Partnership for Drug- Free Kids Campaign- A series of PSAs to help understand the signs of drug use/abuse and the help that is available for those who need it.

-Heroin- Parents realize that their daughter has gone much further with drug experimentation than they ever imagined.

-Mind Your Meds- Make sure that the meds prescribed to you are being safeguarded against abuse.

-Pain Killers- Shows the importance of understanding the meds that you are taking.

-Opiates- A very big problem is the abundance of Opiates and how readily available they are.

-Susan- A mother opens up about her child’s drug problem.

Narcanon- Addiction - While many people are affected by alcohol abuse, most don’t know where to turn for help. This PSA lets people know that there is help for those in our community who feel like they have no control. Together, we can help individuals gain that control and get their life back.

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Teacher Recruitment- I Dare You!- There's tremendous opportunity on the horizon in America's classrooms, with half of our teachers ready to retire over the next decade. Filling their shoes will be challenging, since 9 of 10 top-tier students don't view teaching as a desirable profession. The potential shortfall could hinder our ability to lead the global economy. The human costs could also be enormous, since research shows that students with top teachers earn an average of \$50,000 more than their peers over the course of their lifetimes. America urgently needs a pipeline of engaged, energized students who want to teach, particularly African Americans and Hispanics who make up 40% of today's K-12 students. The teacher recruitment PSAs make a compelling case for teaching as an innovative, fulfilling career for those who want to make more of their lives.

Best Friend Animal Society- Save Them All Anthem- Goofy grins and soothing purrs. Ridiculous ears and reassuring paws. They motivate us to get moving, and remind us when to slow down. They provide us with a much-needed laugh, companionship and unconditional love. They are our best friends. This PSA shares this special reminder of what's important in life and help Best Friends spread the word about adopting your next pet. Together, we can *Save Them All*®.

Pediatric ER- R Baby- PSA that reminds all parents the Pediatric ER is very different from an adult ER and to remember to take your children to the experts that know children and can take care of their needs

Social Security Administration: Life's Journey- A PSA which reminds people that Social Security is there through all the phases of their life's journey. Securing today and tomorrow is the message.

Humane Society- Bentley- Each year, 6-8 million dogs and cats will enter shelters and rescue groups, yet only half will be adopted. This leaves millions of healthy and treatable dogs and cats who still need our help to find a home. Millions of Americans will look for a new cat or dog to bring home. This PSA encourages them to find their furry friends at shelters and rescue groups. While not every shelter cat or dog will be a social media star, they all will star as someone's new best friend. Air new PSAs to encourage your community to Start a Story. Adopt today.

US Food and Drug Administration- Safe Use of Acetaminophen- Acetaminophen is an active ingredient found in hundreds of over-the-counter (OTC) and prescription medicines that are used to relieve pain and fever. It is also combined with other active ingredients in medicines that treat allergy, cough, colds, flu, and sleeplessness. In prescription medicines, acetaminophen is found with other active ingredients to treat moderate to severe pain. Using two or more medicines that contain acetaminophen or using more acetaminophen than directed can cause serious liver damage. The FDA has taken action to improve consumer safety regarding the safe use of acetaminophen. To learn more visit www.fda.gov/otcpaininfo

Poison Control- Make the Call- 2,200,000 poisonings occur annually, with nearly 50% of all exposures involving children younger than age 6. To address this threat, the Health Resources & Services Administration (HRSA) continues its Poison Help campaign with the "Make the Call" series of PSAs. The new installment of the campaign aims to reduce poisonings among

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Medicare and Medicaid audiences. By calling a Poison Help line, hospital visits can be prevented as 68% of calls are controlled by direction provided over the phone. Airing these PSAs can help us further the cause and help raise awareness for when to call the Poison Help line, and help eliminate poisonings and the \$1.8 billion in medical costs and productivity loss.

Pace Center for Girls: PACE serves over 2,000 girls each year and PACE has changed the life trajectory of over 37,000 girls since its inception. PACE began as a community response to the realization that girls involved with the justice system were either being placed in programs designed for boys or placed further into the system for their own protection. This PSA informs the public of what they do and how they can support.

National Pediatric Cancer Foundation: PSA on the reality of Pediatric Cancer. Encourages viewers to give the gift of hope to children battling cancer.

City of Hope: City of Hope is a leading research and treatment center for cancer, diabetes and other life-threatening diseases. This PSA illustrates how their scientists are speeding life-saving discoveries to life.

Distracted Driving: While distracted driving from smartphone use is leading to even more car accidents and deaths, Florida remains one of only four states in the U.S. where texting-while-driving is a secondary offense, meaning law enforcement officers can just cite a motorist if they've committed another moving violation. Legislation making way through the Florida Legislature this Session could change that, but in the meantime, NFL legend Brett Favre is taking to the airwaves to warn Floridians of the dangers of such proclivity.

Cystic Fibrosis: This family focused PSA tells the viewer what CF is and what they can do to help research for a cure.

Senior Companions: By helping seniors in their daily live, you can make a friend and a difference. Help make independence a reality by joining Senior Companions.

Smile Train: Smile Train is an international children's charity with a sustainable approach to a single, solvable problem: cleft lip and palate. Millions of children in developing countries with unrepaired clefts live in shame, but more importantly, have difficulty eating, breathing and speaking. Cleft repair surgery is simple, and the transformation is immediate. Our sustainable model provides training and funding to empower local doctors in 85+ developing countries to provide 100%-free cleft repair surgery in their communities. Their message is "You can save a life."

American Academy of Pediatrics: PSAs on When to Introduce Toddlers to Apps and Multimedia Devices at home and at school and an Anti-Bullying message. The American Academy of Pediatrics is the nation's largest association of pediatricians and is dedicated to the health and well-being of all children.

American Academy of Pediatrics: Anti Bullying campaign designed to help both parents and children on how to recognize and prevent bullying.

Stomp Out Bullying: Blue Shirt Day started to raise awareness on how to Stomp Out Bullying! Blue Shirt Day is the first Monday in October.

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Gift of Life – Organ Donation: Well-known TV actress Kristen Bell has teamed up with Gift of Life Marrow Registry in our fight against blood cancer and has recorded a :30 second and a :60 PSA. Each year 20,000 Americans with blood cancer are searching for their life-saving bone marrow match. Only 30% of patients will find a matching donor within their families. Please consider airing our PSA so we may educate those in your local community on the urgent need to join the bone marrow registry.

Ronald McDonald House: PSA to give the public information on how to support families with sick children in North Central Florida.