

WZTV

FIRST QUARTER 2021

PUBLIC SERVICE ANNOUNCEMENT



WZTV FIRST QUARTER PUBLIC SERVICE JANUARY – FEBRUARY - MARCH 2021

- A quarterly list of community events, program, and topics of discussion aired on posted in which addresses issues for the enrichment of our children’s lives in Middle Tennessee.

COMMUNITY CALENDAR (See listing of events)

- **WZTV-FOX17** Community Calendar-weekly listing of community events and public information on our station’s website (www.fox17.com)

NATIONAL PUBLIC SERVICE ANNOUNCEMENTS (following spots aired in rotation)

PSA	DURATION	SUMMARY
DARE TO STEM	:60/:30/:15	The campaign encourages middle-school girls to stay interested in STEM by showcasing how messy, experimental, and hands-on STEM can be, and how daring to try STEM can change the world.
TEXT/DRIVE PREVENTION	:30	The campaign reminds drivers ages 16–34 that they can do a lot of things while texting, but driving should never be one of them.
SHELTER PROJECTS	:30/:15	The campaign to encourage Americans to adopt by showing that even though every shelter pet is unique, each one is all pure love.
AUTISM SPEAKS ATTENTIO	:30/:15	The campaign informs parents of the signs of autism and encourage them to get their children screened early, by highlighting the positive outcomes following a diagnosis.
PROJECT ROADBLOCK	:60/:30/:15/:10	The campaign reminds audiences that if they’re doing something to make themselves feel okay to drive, they shouldn’t be driving.
FATHERHOOD	:60/:30	The campaign encourages dads to recognize the essential role they play in their children’s lives and inspire them to be actively engaged.
GUN SAFETY	:30	The campaign reminds viewers that by storing all guns in homes securely, they just might interrupt a moment of crisis, saving their loved ones from the most lethal method of suicide and giving them a second chance to live a full life.
FEMA	:30/:15	The campaign provides tangible preparedness tips to ensure viewers feel educated and empowered before disasters hit.
NATIONAL HIGHWAY SAFETY DISTRACTED	:30	The campaign reminds young adult drivers no one is special enough to text and drive.

CHILD CAR SAFETY	:30/:15	The campaign encourages parents and caregivers to correctly buckle up their kids in the right seat for their age and size.
ADOPTUSKIDS.ORG/FOSTER CARE	:60/:30/:15/:10	The campaign encourages prospective parents to consider adopting a teen (ages 15-17).
END HUNGER FEEDING AMERICA	:60/:30	The campaign encourages audiences to donate to Feeding America's COVID-19 Response Fund to help families in this time of urgent need.
ALZHEIMERS AWARENESS	:30	The campaign helps families start the conversation with their loved ones by running PSAs that show the impact of early detection.
DISCOVERING NATURE	:60/:30/:15	The campaign encourages parents and their children to go out and experience the forest firsthand, creating a lifelong interest and a legacy of caring for nature.
HUMANE SOCIETY	:60/:30	The campaign encourages Americans to adopt by showing that even though every shelter pet is unique, each one is all pure love.
CDC KIDS SESAME STREET – SURGEON GENERAL	:60/:30	The campaign informs the public on ways to protect everyday actions by not spreading the virus by washing your hands, avoid others that are sick, stay home when your or loved one sick, cover cough or sneezes, avoid touching your faces, and regularly clean/disinfect commonly touch areas within the home.
CHILDHOOD CANCER RESEARCH FUND	:30	The campaign spotlights research, education, awareness and quality of life programs for childhood cancer families. CCCRF believe kids deserve, less toxic treatments, funding ground-breaking research, and services that will enhance healing and care.
PANCREATIC CANCER ACTION NETWORK	:30	The mission is to spotlight PanCAN on saving lives and attacking pancreatic cancer on all fronts: research, clinical initiatives, patient services and advocacy.

LOCAL PUBLIC SERVICE ANNOUNCEMENTS (following spots aired in rotation)

HOMEWORK HOTLINE