

ISSUES PROGRAMS LIST

Quarter 2, 2023

Quarterly Issues Programs List for Station – WNIA

April 15, 2023 - July 15, 2023

Placed in Public File – July 14, 2023

NCC and Surrounding Community Announcements, which air randomly approximately 25 times per day. Live announcements air randomly, as radio booth is staffed.

- NCC Career Center (LIVE)
 - Dates: 4/16/23 - Present

Nash Community College's Career Center assists students with career planning, job placement and searches, resume and interview tips. Students can schedule a phone, in-person, or virtual appointment. More information available at nashcc.edu/careercenter.

- NCC Tutoring Services (LIVE)
 - Dates: 4/16/23 - Present

Nash Community College offers tutoring services for NCC courses such as English, Science, and Math. More information available at nashcc.edu/tutoring.

- 988 Crisis Lifeline (LIVE)
 - Dates: 4/16/23 - Present

Information about the 988 phone number that provides 24/7 crisis support for mental health related distress was provided. Individuals can also text 988 or chat at 988lifeline.org for support for themselves or a loved one.

NCC PSAs

Airs randomly approximately 15 times per day.

- PSA Distracted Driving
 - 10/1/21-7/14/23
 - Eva Williams (:30)
 - Kyle Moss (:30)
- PSA Mental Health 988
 - 4/10/23 - Present
 - Vincent Edwards (:15)
 - Vincent Edwards (:30)

Student-produced PSAs about texting and driving and the dangers of texting while driving.

- Anti-Vaping (:30)

- 10/1/21-7/14/23

Student-produced PSA about the dangers of vaping and nicotine addiction. Includes information where to get help/assistance quitting.

- NCC Program Promotions
 - 9/1/21-7/14/23
 - Culinary Arts Degree (:30)
 - Business Administration Degree (:30)
 - Automotive Systems Degree (:30)
 - Nursing (:30)
 - Success Network (:60)

Student-produced NCC PSAs highlighting some of the degree programs Nash Community College offers. Success Network highlights a service where students can get help for a myriad of issues from academic help to personal well-being.

Emergency Alerts Information (Nash Community College) (1:35)

- Airs randomly, in no certain time slot.

Synopsis: NCC has a new system for communicating inclement weather alerts and emergency information. In the event of adverse weather, campus closings or emergency situations, emails, text messages and phone calls can be sent to system subscribers. Only messages regarding emergencies, inclement weather and/or changes in college operations will be sent. Please complete the following steps to register for updates.

You must register again even if you registered for the previous text alert system. The old system has been replaced. All NCC student email addresses are automatically subscribed in the system. Standard message rates apply.

1) Go to www.nashcc.edu/alerts

2) Type in your NCC issued student email address and click "forgot your password?" 3) Type in your student email address again and click reset password.

4) You will receive an email from do-no-reply@regroup.com with a link to reset your password. You may need to check your spam folder for the email.

5) Use the link to create your new password.

6) On the Regroup website, you can add cell phone numbers to receive emergency related text messages and voice phone calls. Additional email addresses can also be added.

Public Service Announcements provided by the Ad Council. Airs randomly approximately 15 times per day.

- Alzheimers Awareness Campaign
 - Dates: 5/7/21 - 6/3/23
 - Cynthia - English (0:15)
 - Tom - English (0:30)

Most people are unaware of the substantial benefits of early diagnosis and avoid taking the first step to getting help: having the tough conversation with their loved one when they notice changes in their attitude or behavior. By telling real, relatable stories of families who have benefited from early detection of Alzheimer's, the campaign empowers people to have these critical conversations with loved ones when they notice something is different. Visit <https://www.adcouncil.org/Our-Campaigns/Health/Alzheimer-s-Awareness> for more details.

- Adoption from Foster Care Campaign
 - Dates: 8/11/22 - Present
 - Navigating Adoption Podcast - English (0:30)
 - Dates: 8/11/22 - Present
 - Never Completely Ready - English (0:30)

These lighthearted and charming PSAs reassure potential parents that teens in foster care don't need perfection; they need the love and commitment a permanent family can provide. The PSAs direct audiences to visit [AdoptUSKids.org](https://www.adoptuskids.org), call 1-888-200-4005 (English), or 1-877-236-7831 (Spanish) to learn more the adoption process. See more at: <https://www.adcouncil.org/Our-Campaigns/Family-Community/Adoption-from-Foster-Care>

- Buzzed Driving Prevention Campaign
 - Dates: 12/23/21- 5/28/23
 - Play-by-Play - English (0:30)

Buzzed Driving Prevention PSAs ask viewers to think about a different set of consequences than our previous drunk driving ads: the actual financial cost of being pulled over for driving buzzed. These costs—between fines, rising insurance costs, lawyer fees and more—could total over \$10,000. See more at: <http://www.adcouncil.org/Our-Campaigns/Safety/Buzzed-Driving-Prevention#sthash.NqycMRXa.dpuf>

- Child Car Safety Campaign
 - Dates: 6/6/23 - Present
 - Hot Cross Buns- English (0:30)
 - Kiddie Music - English (0:30)
 - Sour Note - English (0:15)

This campaign encourages parents and caregivers to correctly buckle up their kids in the right seat for their age and size by reminding them of the importance of getting the big stuff, like car safety, right. See more at: <https://www.adcouncil.org/campaign/child-car-safety>

- Distracted Driving Prevention Campaign
 - Dates: 6/6/23 - Present
 - Messages Unseen - English (0:30)
 - School Drive - English (0:30)
 - Just Don't - English (0:30)

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. See more at: <https://www.adcouncil.org/campaign/distracted-driving-prevention>

- Drug Impaired Driving Prevention Campaign

- Dates: 12/23/21 - 6/15/23

- You Can Run - English (0:30)

- Dates: 6/6/23 - Present

- Did I Get Lost In The Music - English (0:30)

Although several states have legalized marijuana use, driving when impaired by any substance remains illegal in all 50 states and in Washington, D.C. Many marijuana users don't see a problem with driving after use, but research shows marijuana can slow reaction time, impair judgment of distance, and decrease coordination - all skills necessary for the safe operating of a vehicle. Our campaign targets young men aged 18 to 35, many of whom reject the common stereotypes of marijuana users - and reminds viewers that if you feel different, you drive different. Don't drive high. See more at: <https://www.adcouncil.org/campaign/drug-impaired-driving-prevention>

- Emergency Preparedness Campaign

- Dates: 8/10/22- Present

- Disaster At Your Doorstep - English (0:30)

The Ad Council has partnered with FEMA on the Ready Campaign since 2003, with the goal of educating Americans about the best ways to prepare. Through these PSAs, families are faced with the harsh reality of what can happen when you don't have an emergency plan in place before a disaster or emergency strikes. The PSAs direct audiences to know where to find their families when a disaster strikes, and to start their emergency plans at [Ready.gov/communicate](https://www.ready.gov/communicate), which provide extensive resources to help develop and practice a family emergency communication plan. See more at: <https://www.adcouncil.org/Our-Campaigns/Safety/Emergency-Preparedness>

- Ending Hunger Campaign

- Dates: 8/11/22 - Present

- Danica Patrick- English (0:30)

- Dates: 6/6/23 - Present

- I Am Hunger - English (0:30)

- I Am Hunger 2 - English (0:30)

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](https://www.FeedingAmerica.org) to learn more about how they can help families in need.

- Heat Stroke Prevention Campaign

- Dates: 6/6/23 - Present

- Catchy Song - English (0:15)
- If A Baby - English (0:30)
- Weather Report - English (0:30)

Parked cars get hot, fast – and can be deadly. A child’s body temperature rises 3-5 times faster than an adult’s does, and even at temperatures as low as 60°F, a child that has been forgotten or left behind or gained access to a parked car can be at risk of heatstroke within minutes. This campaign reminds families with children that these tragedies can happen to anyone, but they are always preventable. See more at: <https://www.adcouncil.org/campaign/heatstroke-prevention>

- Saving For Retirement Campaign

- Dates: 6/6/23 - Present

- Real Self Care - English (0:30)

People 50 and older are the fastest growing age segment in America, and they can expect to pay for a longer retirement. Yet nearly seven in 10 Americans approaching retirement having less than a year’s income saved. Since 2017, we have empowered adults 45 to 60 to prepare for their retirement. See more at: <https://www.adcouncil.org/campaign/saving-for-retirement>

- Supporting Pets Campaign

- Dates: 10/10/22 - Present

- Supporting Pets In Your Community - English (0:30)

The Supporting Pets in Your Community campaign PSAs feature touching stories that demonstrate how even small acts of generosity can help pets and families in your community remain together, where they belong. PSAs direct audiences to [PetsandPeopleTogether.org](https://www.petsandpeopletogether.org), where they can learn more ways to help local pets and their people.

- Texting and Driving Prevention Campaign

- Dates: 8/11/22 - Present

- School Drive - English (0:30)

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. <https://www.adcouncil.org/campaign/texting-and-driving-prevention>

- Type 2 Diabetes Prevention Campaign

- Dates: 6/6/23 - Present
 - Remote Control - English (0:30)
 - Warning App - English (0:15)

More than one in three American adults have prediabetes and are at high risk of developing type 2 diabetes—a serious health condition that can lead to a heart attack or stroke. Of these individuals, more than 80% of people with prediabetes don't know they have it. Thankfully, the vast majority of people with prediabetes can take steps to reduce their risk. Through weight loss, diet changes, and increased physical activity, prediabetes can often be reversed. See more at: <https://www.adcouncil.org/campaign/type-2-diabetes-prevention>

- Wildfire Prevention Campaign
 - Dates: 8/11/22 - Present
 - Smokey Bear - Isabella Gomez - English (0:30)

For more than 75 years, Smokey Bear has protected our forests and promoted wildfire prevention. His powerful message, “Only you can prevent wildfires,” is at the heart of America’s longest-running PSA campaign. For tips on safe recreation, visit [BeOutdoorSafe.org](https://www.beoutdoorsafe.org) and for more information on wildfire prevention, visit [SmokeyBear.com](https://www.smokeybear.com).

- Youth Fentanyl Awareness Campaign
 - Dates: 6/6/23 - Present
 - Real Deal - English (0:30)

Fentanyl is often made illegally. It's laced into other drugs, like heroin and cocaine, and used to make fake versions of prescription pills. Because of this, many individuals who encounter fentanyl have encountered it unknowingly. To increase awareness of the dangers & prevalence of fentanyl, this new campaign, Real Deal on Fentanyl, was created to educate young people 13-24 and arm them with lifesaving information. The campaign also includes a distinct forthcoming creative effort, targeted to parents of 13–24-year-olds, to help parents also understand the risks posed by fentanyl, and how they can talk to their children about this issue. See more at: <https://www.adcouncil.org/campaigns/youth-fentanyl-awareness>