

KZMM-CD CHANNEL 35 – FRESNO, CA

Q1 2024 ISSUES AND PROGRAMS LIST

Quarterly Issues/Programs List

Below is a list of some of the most significant issues addressed by KZMM-CD, along with the most significant programming treatment of those issues for the period 1/01/2024 to 3/31/2024. This list is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

Description of Issue	Programming	Date	Duration	Description of Programming
Weather Related Issues	Daily Local Weather Broadcast	1/1/24 – 3/31/24	30 minutes	<p>Broadcasts included real time, community of license-specific data informing viewers of current weather conditions, day and evening outlooks, twelve-hour and following day forecasts, seven-day outlooks, temperature records, temperature, humidity and wind speed graphs, local radars, current weather warnings and watches, as well as regional and national forecasts and information about major weather events.</p>
Buzzed Driving Prevention	National Highway Traffic Safety Administration (NHTSA) “ <i>Buzzed Driving Prevention</i> ” Public Service Announcement	1/1/24 – 3/31/24 (2x/day)	60 seconds	<p>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.”</p> <p>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.</p>

<p>Youth Fentanyl Awareness</p>	<p><i>“Real Deal on Fentanyl”</i> Public Service Announcement</p>	<p>1/1/24 – 3/31/24 (2x/day)</p>	<p>60 seconds</p>	<p>In 2021, there were nearly 108,000 drug overdose deaths - the highest number recorded in a 12-month period and a staggering 52 percent increase over the last two years. This rise in overdose-related deaths is being fueled by the prevalence of synthetic opioids, like fentanyl, which were involved in an estimated 66% of overdose deaths during this period.</p> <p>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.</p> <p>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.</p>
<p>Suicide Prevention (Teen and Young Adult Mental Health)</p>	<p><i>“STA – We Can Talk About It”</i> Public Service Announcement</p>	<p>1/1/24 – 3/31/24 (2x/day)</p>	<p>60 seconds</p>	<p>Young adulthood is a critical time, when many people experience mental health issues and significant stress from life transitions like moving from home and beginning college or a career.</p> <p>Seize the Awkward inspires young adults to help friends who are struggling with mental health issues (and who may be at risk for suicide) by encouraging them to consistently start and sustain conversations about mental health with their friends.</p> <p>Recognizing the need for culturally relevant content and resources for Black and Hispanic/Latine young adults, the new iteration of the campaign, “We Can Talk About It,” reflects the lived experiences of a diverse range of young people. Inspired by the insight that young people are surrounded by harmful messages around mental health, the campaign encourages them to counteract these messages by reaching out to friends who may be struggling.</p> <p>The campaign drives to SeizeTheAwkward.org, where visitors can explore resources and tools to help them start a conversation with a peer around mental health.</p>

<p>Youth Vaping Prevention</p>	<p><i>"#DoTheVapeTalk"</i> Public Service Announcement</p>	<p>1/1/24 – 3/31/24 (2x/day)</p>	<p>60 seconds</p>	<p>Fifty years ago, the United States embarked on a path of mass incarceration, leading to a staggering increase in the prison population. Today, almost 2 million individuals – disproportionately Black Americans – are incarcerated in our nation’s prisons and jails. According to the Bureau of Justice Statistics, the prison population has grown nearly 500% since 1973. The Sentencing Project and a coalition of advocates, experts, and partners are launching a public education campaign, 50 Years and a Wake Up: Ending The Mass Incarceration Crisis In America. The campaign raises awareness about this crisis and its devastating impact on communities and proposes more effective crime prevention strategies for our country. These PSAs emphasize the need for change and feature Kemba and Joel, who were both formerly incarcerated. The PSAs end with the phrase “It’s time for a wake-up.” The use of ‘wake up’ is a double entendre referencing both a wake-up call and a colloquial phrase that incarcerated people sometimes use to describe the life of their sentence plus one day (e.g. “I have 20 years and a wake up”). Viewers are directed to SentencingProject.org to learn more.</p> <p>Campaign Mission</p> <ul style="list-style-type: none"> • Raise awareness about the mass incarceration crisis in America. • Promote a path forward with more effective solutions to crime. • Provide a website with more information at SentencingProject.org.
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