

KCEB CHANNEL 54 – LONGVIEW, TX

Q3 2022 ISSUES AND PROGRAMS LIST

Quarterly Issues/Programs List

Below is a list of some of the most significant issues addressed by KCEB, along with the most significant programming treatment of those issues for the period 07/01/2022 to 09/30/2022. 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	7/1/22 – 9/30/22	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>
Dangers of Counterfeit Goods	National Crime Prevention Council “Go For REAL” Public Service Announcement	8/15/22 – 9/30/22 (2x/day)	60 seconds	<p>Counterfeit goods cause more than 70 deaths and 350,000 serious injuries every year. The National Crime Prevention Council (NCPC), home of McGruff the Crime Dog®, is collaborating with the United States Patent and Trademark Office (USPTO) to take a stand against counterfeits. NCPC has produced new PSAs for its national media campaign entitled “Go For REAL.” In the PSAs, a dupe “McGruff” makes an appearance and attempts to encourage a group of teens and tweens to buy cheap counterfeits. McGruff’s nephew Scruff® exposes the imposter Crime Dog while the genuine McGruff outlines the dangers inherent in fake products. This public education campaign serves to raise awareness about the dangers of counterfeit products among youth as well as parents who, once informed, serve as powerful influencers.</p>

<p>Parkinson Disease Awareness</p>	<p>American Parkinson Disease Association Public Service Announcement</p>	<p>8/15/22 – 9/30/22 (2x/day)</p>	<p>60 seconds</p>	<p>Every nine minutes someone is diagnosed with Parkinson’s disease. The American Parkinson Disease Association (APDA) is seeking to create greater awareness of the disease with the “Look Closer” PSA campaign. The PSAs inform viewers about some of the signs of Parkinson’s, including those that are not seen, and raise awareness about APDA’s education and support for those living with the disease.</p>
<p>Underage Drinking and Substance Abuse Prevention</p>	<p>Substance Abuse and Mental Health Services Administration Public Service Announcement</p>	<p>8/15/22 – 9/30/22 (2x/day)</p>	<p>60 seconds</p>	<p>The Substance Abuse and Mental Health Services Administration (SAMHSA) has re-released PSAs from the “Talk. They Hear You.”® (TTHY) underage drinking and other substance use prevention campaign, including “Choices,” “By Your Side,” and “Keeping Our Kids Safe.” Promoting key prevention messages, the PSAs illustrate concerns and questions parents/caregivers have about underage drinking and other substance use and how to talk with their kids about these issues.</p>
<p>Diabetes Prevention</p>	<p>Prediabetes Test Public Service Announcement</p>	<p>8/15/22 – 9/30/22 (2x/day)</p>	<p>60 seconds</p>	<p>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.</p> <p>These PSAs encourage viewers to visit the campaign website where they can take a one-minute risk test to know where they stand. The campaign highlights the importance of early diagnosis, speaking with your doctor and visiting DoIHavePrediabetes.org to learn more about prediabetes.</p>