

PUBLIC ISSUES 4TH QTR 2012

October 2012, to October 31, 2012, TV Station WBYD was silent pursuant to BLSTA-20111107ADU.

November 1, 2012 to December 31, 2012 PSA's randomly aired once a day.

DEMATOLOGY

To address the dangers of tanning and encourage young women to embrace their natural skin color, the Academy produced the television public service advertisement "Born." It showcases the beauty of skin from infancy to

toddlerhood to the teen years and asks women to change their thinking, not their skin, and stop tanning. To address the increased risk of skin cancer in men 50 and older and raise awareness of this health issue,

the Academy produced a television public service advertisement targeting this group. "Golf" issues the humor of hazards on the golf course to point out that the missed hazard of a spot on a person's skin

could actually be a killer

.PSA FACES OF INFLUENZA

INFLUENZA IS A SERIOUS PUBLIC HEALTH THREAT. EACH YEAR IN THE U.S. 5 TO 20 PERCENT OF THE POPULATION GETS THE FLUE AND AN ESTIMATED 226,000 PEOPLE ARE HOSPITALIZED FROM INFLUENZA RELATED COMPLICATIONS. INFLUENZA SEASONS ARE UNPREDICTABLE AND CAN BE SEVERE. DEPENDING ON VIRUS SEVERITY DURING THE INFLUENZA SEASON, ANNUAL DEATHS CAN RANGE FROM A LOW OF 3,000 TO A HIGH OF ABOUT 49,000 PEOPLE. VIEWERS WILL LEARN THAT VACCINATION IS THE MOST EFFECTIVE WAY TO EHELP PROTECT AGAINST THIS SEROUS DISEASE. FEEL AGAIN EVERY BEAT MATTERS ENGAGES THE AMERICAN PUBLIC IN A MOVEMENT TO SUPPORT THE WORK OF FRONTLINE HEALTH WORKERS WHO DELIVER CARE TO MILLIONS OF CHILDREN IN NEED AROUND THE WORLD.

HIGH SCHOOL DROPOUT PREVENTION

THE GOAL IS TO RAISE AWARENESS ABOUT THE DROPOUT ISSUE, PROVIDE INSIGHT INTO THE TYPES OF CHALLENGES AT RISK STUDENTS FACE BY FEATURING REAL STUDENT STORIES AND CONNECT PEOPLE TO ACTIONS THEY CAN TAKE TO MAKE A DIFFERENCE AND BOOST STUDENTS IN THEIR COMMUNITIES.

MY HEART MY LIFE

We know simple changes can make people live longer, feel better and look better, which is why My Heart. My Life offers everything from walking clubs and paths to cooking tips and easy-made recipes. Families and communities need healthy lifestyle solutions that enable them to take simple actions, yielding life-long heart health benefits. We want your audience to be successful in their pursuit of a heart-healthy lifestyle - so help us encourage them that it just takes one smart choice after another