



Abacus Television

## PUBLIC ISSUES PROGRAMS LIST

List reflects information for quarter ending 09/30/2015

### **SIGNIFICANT COMMUNITY ISSUES IDENTIFIED**

- Family and Community
- Health
- Community Involvement and Engagement
- Safety

### **PSAs run randomly once a day Saturday's 7AM through 10AM**

#### **Women's Heart Disease - Health**

While heart disease is commonly dismissed as a man's disease, it is actually a leading killer of women in this country, claiming more female lives than all forms of cancer combined. Although it kills 1 in 3 women's deaths each year — approximately one woman every minute — only 1 in 5 are aware of this health threat. The Women's Heart Disease campaign aims to dispel the myth that heart disease and stroke are a man's disease. The PSAs depict a strong woman breaking barriers in different decades, demonstrating that women can do anything men can do and that unfortunately includes dying from heart disease and stroke. Audiences are directed to [GoRedForWomen.org](http://GoRedForWomen.org) where they can sign up to be members, learn about heart disease and find tools for living heart healthy lives.

#### **Recycling – Family and Community**

When we recycle, we give garbage another life. Shampoo bottles transform into hairbrushes. Body wash bottles become toothbrushes. Toilet paper rolls turn into tissue boxes. Today, curbside recycling programs exist in 63% of American communities— making it more possible than ever to give new life to the products we use. Even so, only about a third of the 1,600 pounds of garbage every American generates each year gets recycled or composted. Don't let littler linger in landfills when it still has more to give! Motivate your community to learn more about what they can recycle—including bathroom and other personal care products—and to make recycling an everyday habit. Think what we could create if we all worked together to turn more trash into treasure.

#### **Shelter Pet Adoption – Family and Community**

Meet Arnie. Today, Arnie is happy in his loving adopted home. But unfortunately, only 35 percent of dogs and 43 percent of cats in American homes were adopted from shelters and rescue groups. And for some, waiting becomes a matter of life and death. In fact, about 2.4 million healthy and treatable pets

lose their lives in shelters each year. The Ad Council's Shelter Pet Project aims to help pets like Arnie find their forever homes. And you can make a life-saving difference. By playing public service advertisements (PSAs), you can help direct audiences to [TheShelterPetProject.org](http://TheShelterPetProject.org) to learn valuable information about pet adoption. Visitors can also type in their zip codes and discover local cats and dogs waiting for them.

### **Texting and Driving Prevention - Safety**

One million people chat and text while driving each day. People feel pressure to remain in constant contact, even when behind the wheel. What drivers do not realize are the dangers posed when they take their eyes off the road and their hands off the wheel, and focus on activities other than driving. This campaign targets young adult drivers with a focus on texting and driving prevention. Young adults live in a connected world where multitasking is the norm. This manifests in the car where they recognize texting and driving is dangerous, but do it anyway. The average text takes a driver's eyes off the road for nearly five seconds. When traveling at 55mph, that's enough time to cover the length of a football field. The message being conveyed is that texting while driving isn't multitasking, it's essentially driving blind.

### **Bullying Prevention - Safety**

The bullying statistics are staggering, with more than 80% of high school students in the U.S. reporting that they witness bullying at least once a week. Statistics also show that more than 1 in 4 children a year (13 million) experience some form of bullying (as the bully, bullied or both). Parents, unfortunately, are often not properly prepared to deal with the complexities of bullying today. Bullying is a concern for parents, but not something they proactively discuss with their children until it directly impacts their child. However, research shows that when parents talk to their kids about bullying, their children are more likely to take action to stop bullying. The objective of this campaign is to raise awareness about the seriousness of bullying, and encourage parents to talk to their children about the safe steps they can take to be more than a bystander in a bullying situation.