

PUBLIC ISSUES

ISSUES PROGRAMS LIST

List reflects Information for quarter ending 6/30/2014

. Saint Mary's Church Service

Many older citizens in the Community are unable to physically attend church services. This program gives these citizens the ability to attend church from home and provides a much needed community service. Aired Mon - Sat 12:00PM, to 12:30 PM, sun 12PM,-1PM,

PSA's aired once a day randomly throughout this qtr

STEM raises awareness of the importance of getting younger students more interested in science, technology, engineering and mathematics (STEM) studies. Depicts young students engaging in exciting (albeit humorous), hands-on applications of STEM subjects. The campaign is designed to demonstrate a student's early interests in STEM subjects that, when nurtured, can lead to future success. STEM occupations will grow 1.7 times faster than others, between 2008-2018, requiring nearly one million more STEM professionals than what's expected. To meet this challenge head-on, the Obama Administration announced in 2012 a Cross-Agency Priority goal of increasing undergraduate STEM degrees by one million over the next decade. Recognizing the importance of the Administration's vision and introducing children to STEM fields, was designed to encourage influencers (e.g., parents, teachers and counselors) to support students in pursuing their interests at an early age. The goal was to tap into those moments when middle schoolers have a passion for STEM studies. Giving them encouragement to pursue educational experiences in these areas will pave the way to helping the U.S. remain competitive in a rapidly-changing global economy.

Lazy Bones, :30

Throughout America, entire families are backsliding. We're no longer sedentary, we're stationary. And that's bad news for your bones. If you want strong bones, you have to use them! Bone is a living tissue that constantly reforms based on the everyday stress placed on it. And, the bone mass gained through healthy diet and physical activity during childhood helps determine how healthy bones will be throughout life. Lazybones, humorously depicts a sedentary family, while conveying the important message that families need to get up, get out and get moving for better musculoskeletal health.

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.

5.6 Million Children :30

This PSA shows that millions of today's children will ultimately die early from smoking if we don't do more to reduce current smoking rates.