

Filing reflects programming and activity for the quarter ending March 31, 2022.

Significant Community Issues

As members of the greater Pittsburgh community, WBYP-CD staff have identified several areas to focus our programming efforts this quarter. These focus areas are also goals in the coming quarters as we seek to continue and expand programming that address these focus areas.

HEALTH & WELLNESS

Suicide Prevention - :30 Second PSA

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.

Seize the Awkward empowers 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.

The new iteration of the campaign, "Whatever Gets You Talking," showcases the variety of ways young people can start and continue those conversations with their friends, whether that be through a GIF, emoji, call or text.

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.

Lung Cancer Screening - :30 Second PSA

Lung cancer is the #1 cancer killer of men and women. Compared to other cancers, it has one of the lowest survival rates, but with the new lung cancer screening, approximately fourteen million people in the U.S. who are at high risk for lung cancer can be saved with this early detection and treatment. If everyone at high risk were screened, close to 48,000 lives could be saved.

"Saved By The Scan" drives current and former smokers to take a lung cancer screening eligibility quiz at SavedByTheScan.org. Since the campaign's launch in August 2017, 26% of quiz respondents have been eligible for a low-dose CT scan.

The campaign has saved lives and continues to educate.

Type 2 Diabetes Prevention - :30 Second PSA

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.

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.

Alzheimer's Awareness - :30 Second PSA

More than 6 million Americans live with Alzheimer's, but fewer than half have received an official diagnosis. Close family members know their loved ones best and are typically the first to notice memory issues or cognitive problems but they're often hesitant to initiate a conversation—even when they know something is wrong.

Talking about the changes you are noticing in your loved one is hard, but an early diagnosis can have significant benefits, including eliminating uncertainty and providing more time for support. Encourage families to start a conversation with their person alongside their doctor - the first step towards a possible ALZ diagnosis, and creating a plan of action.

Using real stories, the goal of "Hopeful Together," created in partnership with the Alzheimer's Association, is to spread awareness of the benefits of getting an early diagnosis and encourages open communication between loved ones about cognitive health. An early diagnosis can give you and your family more time to plan together, allows participation in care decisions, you and your family will be able to review and update legal documents, discuss finances and property, and identify your care preferences. The website Alz.org/TimeToTalk and Alz.org/Tiempo for Spanish speakers offers families helpful tools and resources, including information on the disease and the benefits of an early diagnosis.

Autism Awareness - :30 Second PSA

Though autism can be reliably diagnosed in children as young as 18 months, most aren't diagnosed until they're between four and five—and studies indicate that age is even higher for low-income and minority children. Research shows that early diagnosis and early intervention is crucial; it can translate to a lifetime of impact by supporting healthy development, improved communication, and overall positive outcomes later in life. Bilingual campaign creative assets aim to lower the age of diagnosis by showing parents and caregivers the positive outcomes that are possible following a diagnosis.

EDUCATION

Saving for Retirement - :30 Second PSA

America is facing a looming retirement savings crisis, and future generations will have a lower standard of living due to financial insecurity.

People 50 and older are the fastest growing age segment in America, and they can expect to pay for a longer retirement. Yet nearly seven in 10 Americans approaching retirement having less than a year's income saved.

Since 2017, we have empowered adults 45 to 60 to prepare for their retirement. The campaign directs viewers to a three-minute online chat with Avo, a friendly digital retirement coach. After completing the chat, viewers receive a personalized retirement savings action plan with free tips to help them take charge of their financial futures today.

High School Equivalency - :30 Second PSA

For more than 34 million American adults without a high school diploma, opportunities are limited. Many are living in poverty. But it's not too late.

Since 2010, FinishYourDiploma.org has connected more than one million people with free adult education classes to help them earn their high school equivalency, so they can connect to a better tomorrow.

COMMUNITY

Ending Hunger - :30 Second PSA

In 2020, 1 in 5 people turned to the charitable food sector for help. The pandemic presented a perfect storm with long-lasting impacts: disruptions to the supply chain and increased need for help. This year, 42 million people (1 in 8) including 13 million children (1 in 6), may experience food insecurity. The lingering effects of the pandemic and increasing food prices are adding to the stress on food banks and forcing families whose budgets are tight to turn to food banks to make ends meet.

As the largest hunger-relief organization in the U.S., Feeding America is working to make sure people have enough food to realize their potential. The Feeding America network of food banks feeds millions of families each year, especially during times of disasters and national emergencies. PSAs encourage audiences to visit FeedingAmerica.org to learn more about how they can help families in need.

Adoption from Foster Care - :30 Second PSA

Thousands of teens in foster care are waiting for the love and support from a family, but unfortunately almost 20,000 young people leave foster care without a family every year. Families that adopt teens provide them with stability during a critical period in their lives. Teens that have been adopted are more likely to graduate, go to college, and be more emotionally secure than their peers that have 'aged out' of foster care without the security and encouragement of family.

Inspired by real families' stories, this honest and heartfelt campaign reveals the remarkable value of adoption for both teens and parents. With the tagline, "You can't imagine the reward," these emotional messages reassure prospective parents and inspire them to consider adopting a teen.

This successful campaign has contributed to the more than 900,000 children and youth that have been adopted from the U.S. foster care system since 2004.

Belonging Begins With Us - :30 Second PSA

We've all had moments where we've felt we didn't belong, but for people who moved to this country, that feeling lasts more than a moment. We all want to feel safe and included in the community we call home, but today, too many of our neighbors experience exclusion, isolation, harassment, and even violence on the basis of their identity.

Belonging Begins with Us is a new campaign with PSAs that empower viewers to foster a more welcoming nation where everyone - regardless of background - feels they belong. Each of us has the power to welcome others into our communities.

Visit BelongingBeginsWithUs.org to read real stories of welcoming and belonging from across the country and find ways to get involved in your own community.

Caregiver Assistance - :30 Second PSA

There are 48 million unpaid family caregivers in the United States. Most caregivers are family members or friends who are working, managing their own families and caring for their loved ones at the same time. For many, the caregiving role doesn't start all at once—it starts with simple things like scheduling a doctor's visit or helping with daily errands, then gradually expands until it becomes a major commitment. On average, caregivers provide 23 hours of care a week, the equivalent of an unpaid, part-time job.

Since 2011, we have encouraged caregivers to care not only for their loved ones, but also for themselves. To date, the campaign has targeted several audiences: general market women age 40 to 60, male caregivers age 35 to 60, and Hispanic/Latino and African American/Black caregivers with an emphasis on women ages 35 to 60.

The campaign directs viewers to AARP's Family Caregiving site, where caregivers can find free Care Guides, self-care tips, planning resources, legal and financial guidance, and more

Fatherhood Involvement - :30 Second PSA

What is #Dadication? It's just like dedication but it means that as a father, you never stop being a dad. There's no one right way as long as you show up for your kids, even when it's not so easy.

The Fatherhood Involvement campaign PSAs highlight the diverse experiences of real dads who share a commitment to being there for their kids through parenting highlights and challenges. By acknowledging the hard work they put forth in the face of hardships, the campaign seeks to provide all fathers with confidence to keep going in their efforts to be present for their children.

All PSAs direct audiences to visit Fatherhood.gov for parenting tips, fatherhood programs, and other resources.

Diversity & Inclusion - :30 Second PSA

Hate crimes are on the rise, and yet 85% of Americans consider themselves unprejudiced.

Bias and discrimination are among the most pressing issues facing our nation today. Love Has No Labels is a movement to promote acceptance and inclusion of all people across race, religion, gender, sexual orientation, age and ability.

Throughout its duration, Love Has No Labels has opened a dialogue about our implicit biases—our assumptions, stereotypes, and unintentional actions toward others based on their perceived differences or labels—and erodes those biases by flooding the market with diverse images of love.

We believe love is the most powerful force to overcome bias. Together, we can create a more inclusive world.

Disaster and Crisis Relief - :30 Second PSA

The best way to help those affected by a humanitarian crisis is by donating money rather than goods. Financial donations help support communities in crisis and in the immediate aftermath of a disaster. Financial donations are also critical for longer-term recovery efforts—they can respond to changing needs as people move to safety, resettle, or rebuild.

This campaign enables us to get into market quickly, usually within a few days of a disaster or other crisis, when funds are needed most. It's been used to fundraise for disasters like the California wildfires; hurricanes Harvey, Maria, and Irma, and Katrina; and the earthquake in Nepal.

We drive consumers to SupportDisasterRelief.org or SupportCrisisRelief.org and encourage donations to support victims as they happen, with funds distributed through Global Giving.

SAFETY

Emergency Preparedness - :30 Second PSA

In recent years, devastating earthquakes, tornadoes, floods and wildfires have highlighted the need for all Americans, regardless of background or location, to prepare for natural disaster. However, according to the Federal Emergency Management Agency (FEMA), half of Americans have not discussed or developed a family emergency plan.

Since 2003, our campaign has empowered individuals, families, small businesses, and communities to prepare for both natural and man-made disasters. "Ready" recommends taking four steps towards preparedness:

1. Be informed about the different types of emergencies that could occur and their appropriate protective actions.
2. Make a family emergency plan including information on how to reconnect and reunite.
3. Build emergency supply kits to ensure you're prepared whether you're at home, at work, or in the car.
4. Get involved by finding opportunities to support community preparedness.

The Ready campaign now includes PSAs developed specifically for a Latino audience, in addition to the general market work that encourages, educates, and empowers families to develop their own emergency preparedness plans by visiting Listo.gov/plan or Ready.gov/plan.

Child Car Safety - :30 Second PSA

Motor vehicle crashes are a leading cause of death for children under 13. This campaign encourages parents and caregivers to correctly buckle up their kids in the right seat for their age and size by reminding them of the importance of getting the big stuff, like car safety, right.

To ensure parents and caregivers are properly securing their children in the best car seat restraint for their age and size, they can visit NHTSA.gov/TheRightSeat or NHTSA.gov/Protegidos.

Buzzed Driving Prevention - :30 Second PSA

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."

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.

Texting and Driving Prevention - :30 Second PSA

Messaging while driving—whether sending a text, commenting on a photo, or connecting with friends via an app—is dangerous. But even though 94% of Americans recognize it's dangerous to send a text while driving, and 91% recognize it's dangerous to read one, many people still do it.

To address the disconnect between awareness and behavior, our campaign addresses the fact that people are personally engaging in a behavior that they know is dangerous. The campaign reminds drivers from 16 to 34 that no one is special enough to message while driving.

Gun Safety - :30 Second PSA

The End Family Fire campaign highlights the importance of safe gun storage and introduces the term “family fire,” giving a name to any shooting that involves an improperly stored or misused gun found in the home. Unintentional shootings, suicide, and intentional shootings are all forms of family fire.

With about 43 percent of U.S. adults living in a household where there is a firearm, family fire is an issue that affects communities across the country. Now, more than ever, storing guns safely – locked, unloaded, and separately from ammunition – can keep our families and communities safe.

To best protect your loved ones – store guns safely.

Drug-Impaired Driving Prevention - :30 Second PSA

Although several states have legalized marijuana use, driving when impaired by any substance remains illegal in all 50 states and in Washington, D.C.

Many marijuana users don't see a problem with driving after use, but research shows marijuana can slow reaction time, impair judgment of distance, and decrease coordination - all skills necessary for the safe operating of a vehicle.

Our campaign targets young men aged 18 to 35, many of whom reject the common stereotypes of marijuana users - and reminds viewers that if you feel different, you drive different. Don't drive high.

EDUCATION

Empowering Girls in STEM - :30 Second PSA

While women make up half of the U.S. college-educated workforce, they hold only a little over a fourth of all STEM jobs. Research shows that young girls like STEM subjects—science, technology, engineering and math—but often feel that STEM isn't for them due to outdated stereotypes. Girls are scared to fail in STEM, but She Can STEM shows girls that STEM is in everything, and experimenting is part of the journey.

She Can STEM inspires middle school girls to stay interested in STEM by showcasing how messy, experimental and hands-on STEM can be, and how daring to STEM can change the world.

ENVIRONMENT

Wildfire Prevention - :30 Second PSA

For more than 75 years, Smokey Bear has protected our forests and promoted wildfire prevention. His powerful message, “Only you can prevent wildfires,” is at the heart of America’s longest-running PSA campaign.

Smokey’s message remains relevant today, as nearly nine out of ten wildfires nationwide are caused by humans and can be prevented. Additionally, during these unprecedented times, spending time outdoors has never felt more valuable. Whether we’re passing the time in public lands or in our own backyards, we all have a role to play in keeping our safe places safe by acting responsibly and doing our part to help prevent wildfires.

For tips on safe recreation, visit [BeOutdoorSafe.org](https://www.beoutdoorsafe.org) and for more information on wildfire prevention, visit [SmokeyBear.com](https://www.smokeybear.com).

Discovering Nature - :30 Second PSA

Since 2009, the Ad Council and USDA Forest Service’s Discover the Forest campaign has encouraged parents and caregivers to take their families out to the forest to experience and reconnect with nature. Our latest creative work highlights the power of authentic storytelling to showcase the forest as a place where families can deepen their connection with each other and with the outdoors, while making the forest part of their story.

Stories come to life at local parks and forests. They’re places full of wonder, where imagination thrives, stories come to life, and memories are made. Our campaign encourages Latino and Black parents and caregivers to make the forest part of their family’s story by experiencing nature firsthand.

ALL :30 SECOND PSA’S RAN AT VARIOUS TIMES THOURGHOUT EACH DAY DURING THE FIRST QUARTER.

Public Issues Programming

Exploring Catholicism with Padre Jay

Weekly three-hour series focused on local newsmakers and their relationship with our region and the church.

For the quarter ending March 31, 2022, this program was broadcast 13 times for a total of 36 hours of programming. This program was aired commercial-free.

Air Times

Each Sunday – 9:00AM to Noon EST

Issues Addressed

Community, Family, Local History and Spiritual Engagement