

PUBLIC ISSUES

ISSUES PROGRAMS LIST

List reflects Information for quarter ending 3/31/2014

. 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 M,-s 12:00PM, to 12:30 PM, sun 12PM,-1PM,

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PSA's aired once a day randomly throughout this qtr

PSA-ANTHEM, :60

With half of teachers eligible to retire over the next decade, there is an urgent need and unprecedented

opportunity to drive the transformation of K-12 education by recruiting our nation's brightest students to the profession.

The TEACH campaign aims to recruit the next generation of teachers by redefining teaching as a top career choice for

our nation's most talented students. The campaign disrupts current perceptions of teaching and showcases the evolution

and elevated stature of the teaching career.The PSAs present real-life teachers as evidence of innovation. Encouraging

talented and engaged students to consider the teaching profession, the campaign communicates that teaching is a competitive,

rewarding profession. Students interested in pursuing a career in teaching and current teachers looking to join the Movement

are directed to Teach.org to learn more.

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## BULLY

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.

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## 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.

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## SAVE HOME

With the holidays quickly approaching, consumers are starting to take a closer look at their finances and setting goals for the new year.

Whether it's developing a budget for holiday spending, figuring out a plan to reduce or eliminate their debt, or seeing how to best protect their homes against foreclosure, at this time of the year it is particularly important for individuals to gain access to trustworthy financial information that can help them make sound financial decisions.

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#### SERVING

THE PSA TITLED SERVING OUR VETERANS TELLS THE STORY OF AMRY MEDIC IAN RALSTAON A VETERAN OF OPERTAION IRAQI FREEDOM. IN 2010, IAN SUFFERED A CATASTOPHIC WAR INJURY WHEN THE STRYKER COMBAT VEHICLE HE WAS RIDING IN WAS HIT BY A IMPROVISED EXPLOSIVE DEVICE (IED). SGT. RALSTON TOOK THE BRUNT OF THE BLAST, SHRAPNEL PENETRATED HIS NECK, RESULTING IN PARALYSIS FROM THE NECK DOWN.

FACING A LONG REHABILITATION PROCESS, IAN WAS LOOKING FOR SUPPORT AND HELP WHEN HE MET JASON STEPHENSON, NATIONAL SERVICE OFFICER WITH PARALYZEDVETERANS OF AMERICA AT HIS BEDSIDE. JASON KNEW THE CHALLENGES IAN WOULD FACE AND OVER THE YEARS, PARALYZED VETERANS WILL BE THERE TO MAKE SURE HIS NEEDS ARE MET. THESE PSAS ILLUSTRATE HOW PARALYZED VETERANS WORKS TO CARE FOR OUR NATION'S WOUNDED VETERANS THROUGHOUT THEIR LIFETIME.

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