

ALABAMA NEWS .net



QUARTERLY ISSUES-PROGRAMS LIST

FOR

STATION WBMM-MONTGOMERY

Issues-Programs Herein
Covers the Period
January 1 – March 31, 2016

WBMM
GENERAL ISSUE PUBLIC SERVICES
ANNOUNCEMENTS

FIRST QUARTER, 2016

CW PLUS NETWORK
PROGRAMS OF PUBLIC INTEREST
FIRST QUARTER, 2016

THE FOLLOWING: :15, :30, AND :60 SECOND PUBLIC SERVICE ANNOUNCEMENTS AIR DAILY AS FILLERS:

Community:

Alabama Broadcasters Association – “Adoption Foster Care” This announcement asks the public to open their hearts and minds to Alabama’s children and to consider becoming foster parents to those children needing homes and parenting.

“Making a Lady” – PSA for abused teen girls and a place where they can get help. Alabama News Network’s Stefanie Hicks voices the PSA.

Parenting Assist Line (PAL) - The Parenting Assistance Line (PAL) is a collaborative service of the University of Alabama Child Development Resources and the Alabama Children's Trust Fund. PAL is for anyone who wants information and support in becoming a more confident parent.

Goodwill Communications – “Greater Than...” - this PSA invites people to join in helping communities worldwide to tackle the causes of poverty. Working together, we can help communities feed their children, secure clean water sources and gain economic opportunities. We can all help children live fuller lives – and make tomorrow greater than today.

The Trust for Public Lands – “The Power of Place” – spending time in nature enriches our lives. It makes us feel rejuvenated. Healthier. Happier. This is The Power of Place – the power to transform whole communities by connecting people to nature – and each other.

AdCouncil – Bullying Prevention “Be More than a Bystander “ - the campaign will raise awareness about the seriousness of the issue and highlight simple, yet powerful actions children can take when they witness an act of bullying, like tell a trusted adult or help the person being bullied get away from the situation.

Pass It On Campaign – “I Will Always Love You” – It has been said that "love makes the world go round." In fact, the love of a parent, spouse, partner, friend or family member is often what helps us through the good times and bad, and makes life such a beautiful journey. We hope you will enjoy this celebration of love set to the iconic song "I Will Always Love You" performed by Charice.

Pass It On Campaign – “Road Rage” - We've all been there... someone does something that angers us and our first reaction is to say words we know we should not. Our reaction can sometimes give a bad example. This message captures a stressful time in traffic when a little girl gives her father a gentle reminder to think before speaking.

Pass It On Campaign – “Annie’s Song” - The earth we all share is beautiful. It provides our food, the air we breathe and vast wonders to behold. It gives so much to each of us and requires only kindness in return. We hope you will be inspired as you take a visual tour of the earth while gliding on the melody of John Denver’s classic Annie’s Song. Our beautiful world Pass It On.

Pass It On Campaign – “Guitar Hero” - When we try something new, we are taking a risk. It makes us susceptible to criticism or even ridicule. These are often difficult times when a kind word of encouragement may be all we have to keep us going. Where would any of us be without people who believe we can do the impossible? This commercial affirms the notion that in the big and small moments of our lives we have to remember to keep going-to live our dreams. Bon Jovi’s anthem, "We Weren't Born to Follow," provides a triumphant crescendo for this public service announcement.

Alabama Broadcasters Association – ADEM Recycle – “Recycling Works” - The spots share statistics about how many jobs could be added if people would recycle just 10% more than they are currently doing. They give specific numbers of how many jobs and how much in personal income would be generated by this minor increase in effort.

Crime:

Brady Center to Prevent Gun Violence – “Conversations” – to remind parents of the dangers posed by unlocked guns in homes where their children are playing.

National Insurance Crime Bureau – “If Only Cars Could Talk”– combines real life and animation to drive home the point about taking your keys with you when you leave the car.

National Insurance Crime Bureau – “Cargo Theft” – uses whiteboard animation to alert the viewer to the growing problem of car theft.

Economic:

Alabama Broadcasters Association – “Hardest Hit” – The Alabama Housing Finance Authority is bringing attention to a federally funded foreclosure prevention program, “Hardest Hit Alabama” which has already helped thousands of Alabamians save their homes. Counselors are available to speak with individuals to determine eligibility for mortgage assistance and assist in the process.

AdCouncil – “Emergency Preparedness” - Through these PSAs, families are faced with the harsh reality of what can happen when you don’t have an emergency plan in place before a disaster or emergency strikes. The PSAs direct audiences to know where to find their families when a disaster strikes, and to start their emergency plans.

Education:

The CW – “Calling Dr. Pol” – is a National Geographic program geared towards educating children about veterinary medicine.

The CW – “Dog Whisperer Family Edition” – is an educational program where a renowned dog behaviorist travels to help pups and their families. He goes directly into the homes of dog owners to document the remarkable transformations that occur from achieving a balance and natural relationship between people and their pets.

National Geographic Society – “Expedition Wild” – is an educational program where naturalist presents unique stories about understanding various animals in the wild and wildlife preservation and focuses primarily on grizzly bears.

The CW – “Rock the Park” – is a show which strives to teach nature lovers about outdoor adventures and celebrates America’s natural beauty throughout National Parks in North America.

Alabama Broadcasters Association – “ALEA: Graduate Driver’s License Law” – The Alabama Law Enforcement Agency is introducing a new public education campaign to raise awareness of changes in the Driver License Law which impact teen drivers. This is an effort to reduce the loss of teen lives on Alabama highways.

Autism – The World of Autism – “Autism Speaks” - designed to help parents recognize the early signs of autism and take immediate action. For the first time in the campaign’s history, the new PSAs feature an imaginative world, created using 3D and stop-motion animation, inspired by stories of real children with autism and told from the perspective of a child with autism.

Discovering Nature – “Forest Light Show” - raises awareness about the benefits of exploring the outdoors, and encourages families to experience nature first-hand. Viewers are directed to DiscoverTheForest.org, where they can search for nearby areas to explore and pick up quick tips on enjoying their time outdoors.

Discovering Nature – “Kayak” - Over 80% of Americans live in cities. Fortunately, families don’t have to leave the city to take their kids on an adventure to the forest. These new PSAs show parents and caregivers of tweens (ages 8-12) how accessible outdoor spaces are even when living in an urban area. Through exploration of the green spaces and parks right in their neighborhoods, parents and their children can still feel connected to nature and ultimately create a lifelong interest in spending time in nature.

ChildFund International – “Education is Sweeter” – Thanks to ChildFund International and its partners thousands of children have moved out of the sugarcane fields - where they have been forced to work in brutal conditions – and into the classroom. Now...they’ll have a brighter future.

AdCouncil – Learning and Attention Issues – “Understanding is Everything” - This campaign stems from the idea that parents can sense when their children are struggling but may not know why. Or what to do. By demonstrating the realities that children with learning and attention issues face daily, the campaign aims to increase the number of parents who are actively helping and seeking help for their kids.

Health:

Doctor’s Without Borders – “At the Crossroads” – this PSA discusses drawing on our emergency medical work around the world, we seek to generate greater awareness of the magnitude and severity of crises that may or may not be reflected in media accounts.

Ad Council – “Understood.org” – this PSA is promoting a resource that empowers parents through personalized support, daily access to experts and specially designed tools to help children with learning and attention issues to go from simply coping to truly thriving in school and in life.

Ad Council – “Food Safety.gov” – a PSA reminding everyone to wash hands and surfaces often, and take precautions to help avoid sickness. Foodborne illnesses result in deaths, hospitalizations when it could be avoided with simple practices such as refrigerating food promptly, cooking foods thoroughly, separating raw meat from other foods and other practices.

Al-Anon Family Groups– “Girlfriend” - This PSA features a woman who is troubled by her boyfriend's alcoholism. She goes to a local Al-Anon Family Group meeting where she finds understanding and support. “Grandma” - This PSA features a woman who is concerned about her grandchildren, due to her son's alcoholism. She goes to a local Al-Anon Family Group meeting where she finds understanding and support.

No Kid Hungry – “Together, We are Feeding the Future” – featuring and narrated by actor Jeff Bridges, demonstrates how parents, teachers, volunteers and community leaders are all working together to ensure that every child has enough to eat.