

WUXP (TV)
PUBLIC SERVICE ANNOUNCEMENT REPORT

FIRST QUARTER 2024

WUXP MYTV30

FIRST QUARTER 2024 - PUBLIC SERVICE

JANUARY – FEBRUARY - MARCH 2024

- A quarterly list of community events, programs, and topics of discussion aired on posted in which addresses issues for the enrichment of our children’s lives in Middle Tennessee.
- **WUXP – MYTV30** Community Calendar – weekly listing of community events and public information on our station’s on-air community announcement PSA spot.

NATIONAL PUBLIC SERVICE ANNOUNCEMENTS (following spots aired in rotation)

| PSA TOPIC | DURATION | SUMMARY |
|-------------------------------------------|-------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MENTAL HEALTH | 60/30/15 Seconds | The campaign “We Can Talk About It” inspires young adults (16-24) to start conversations around mental health with friends. |
| YOUTH VAPING PREVENTION | :10/:15/:30 seconds | The campaign empowers parents to have proactive and ongoing conversations with their children about the dangers of trying e-cigarettes. |
| PROJECT ROADBLOCK | :60/:30 :15/:10 sec | The campaign reminds audiences that if they're doing something to make themselves feel okay to drive, they shouldn't be driving. |
| HIGH SCHOOL EQUIVALENCY | 60/30/15 Seconds | Over 34 million American adults lack a high school diploma, which restricts their opportunities. These public service announcements encourage individuals to seek assistance at FinishYourDiploma.org to obtain their GED or equivalent high school certification. |
| GUN SAFETY | :60/:30/:15 :10 sec | The campaign goal is to remind viewers to make their homes safer by storing all guns securely locked, unloaded, and separately from ammunition. |
| PASS IT ON FOUNDATION FOR A BETTER LIFE | :60/:30 :15/:10 seconds | The Foundation for a Better Life Pass it On.com . The Foundation for a Better Life creates public service campaigns to communicate the values that make a difference in our communities. The Foundation for a Better Life believe that the positive values we live by are worth more when we pass them on. |
| FATHERHOOD INVOLVEMENT | 60/30/15 Seconds | The campaign encourages dads to recognize the essential role they play in their children's lives and inspire them to be actively engaged. |
| CHILD CAR SAFETY | :30/:15 sec | The campaign encourages parents and caregivers to correctly buckle up their kids in the right seats for their age and size. |
| DISTRACTED DRIVING | 60/30/15 Seconds | The campaign that remind drivers ages 16–34 that whether sending a text, commenting on a photo, or connecting with friends via an app, it's never okay to message while driving |
| ADOPTION FROM FOSTER CARE | :60/:30/:15 :10 sec | The campaign encourages prospective parents to consider adopting a teen. |
| END HUNGER (FEEDING/HUNGER AMERICA) | :60/:30 sec | The campaign goal is aiming to drive empathy for people facing hunger and encourages viewers to take a stand against hunger with Feeding America. |
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LOCAL COMMUNITY ACTIVITIES (following spots aired in rotation)

LOCAL COMMUNITY CALENDARS (WEEKLY)

A comprehensive community calendar highlighting weekly happenings in Nashville and neighboring counties, featuring events suitable for families and individuals.

LOCAL PET OF THE WEEK (PROVERBS12:10 ANIMAL RESCUE)

Proverbs 12:10 Animal Rescue, a volunteer-dependent 501c3 non-profit in Middle Tennessee, dedicates itself wholeheartedly to the animals it saves. The organization ensures top-tier medical treatment for these animals, including expert consultations, and finances training programs as required. The goal is to provide comprehensive healing for the animals whenever it's needed.

SINCLAIR CARES: SUPPORTING CHILDREN'S LITERACY (MARCH)

Sinclair Cares is dedicated to enhancing children's literacy through a collaboration with Reading Is Fundamental (RIF), the premier nonprofit organization for children's literacy in the nation. The *Cares: Supporting Children's Literacy* initiative, active throughout March, aimed to raise awareness and distribute books to children locally. RIF has been instrumental since 1966, delivering almost 430 million books and literacy materials to more than 160 million children. Working alongside educators, families, and literacy champions, RIF is committed to enriching the lives of children in underserved communities, fostering a new era of avid readers. *The campaign includes a virtual book drive, public service announcements, station-wide content, and a 30-minute feature presented by TND's Angela Brown.*