

ISSUES-PROGRAMS REPORT

FOR STATION KOFY-TV
SAN FRANCISCO, CA

1st QUARTER 2024
(January 1st – March 31st)

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ISSUES OF CONCERN TO SAN FRANCISCO, CA
1st QUARTER 2024

1. Health/Fitness: Information about exercise, diet, treatment and prevention of disease, including health issues relating particularly to women.
2. Family Matters: Information and advice about issues and concerns of the family, balancing work and family life, relationships between parents and children, siblings, and grandparents, dealing with divorce.
3. Mental Health: Education about topics relating to mental health and wellbeing.
4. Children's/Teens Health and Safety: Information and advice for parents and caregivers about health and safety issues relating to children and teens.
5. Drugs/Addiction: Discussion of drug dealing and drug use, information about stop-smoking techniques and treatment facilities.
6. Public Safety: Information on ways to make the community safer by choosing the correct car seat for children to protect and prevent injuries or fatalities if car accidents occur.
7. Religion/Faith: Discussion of matters of faith, Christianity, and core beliefs.
8. Community: Raising awareness about the benefits of community involvement and about city issues, programs and services.

Examples of programs addressing some of these issues are provided on the following pages, as well programs about many other subjects of interest to viewers, including cooking and nutrition and a variety of lifestyle issues, among others.

Uptown Church

Family Matters & Religion

Uptown Church is a religious program aimed for all families, that seek content that is valuable to their beliefs and bringing attention topics of concern to the community such as family values, and positive community building. This program airs Mondays & Tuesdays, from 9-10am with music, motivational speeches, and much more for the community. All the while being content that is safe and educational for the whole family.

What's Up Bay Area

Community

What's Up Bay Area, also known as WUBA, is a special KOFY-TV produced program created to highlight the community of the San Francisco bay area. Airing on Wednesdays from 9-10am. This special production puts a spotlight on special community events, places, and people that are found to of interest and intrigue for everyone in the community.

Nation's Finest

Community & Mental Health

A nonprofit organization serving veterans and their families at more than 30 locations in 14 mostly rural communities in California, Arizona and Nevada. With a primary focus on housing, mental health, case management and employment services. Additionally, through its subsidiary Veterans Housing Development Corporation (VHDC), Nation's Finest develops affordable housing specifically for veterans and their families.

California Chambers of Commerce

Community

After COVID-19 hit California hard, especially businesses in low-income neighborhoods and communities of color that have been disproportionately impacted. CA Chambers of Commerce recognized the role that life-saving vaccines play in reducing transmission and increasing protection of the state's workforce. These PSAs offer an urgent reminder that vaccines are safe and effective and people should consider the wider benefits of getting vaccinated beyond themselves.

Compassion & Choices

Health/Fitness & Family Matters

Compassion & Choices PSAs feature Dolores Huerta, civil rights activist and president of the Dolores Huerta Foundation, Dan Diaz. They emphasize the importance of the End of Life Option Act and how access to the law can make a substantial difference in one's end-of-life journey. Encouraging viewers to discuss their end-of-life care priorities with their doctor.

CA Institute & Dept on Aging
Community

One of California's largest nonprofits dedicated to health and community programs for older adults and adults living with disabilities serve to expand resources by establishing the new Friendship Line California. Bringing awareness to support lonely and isolated seniors throughout the entire state of California. The new dedicated phone line works 24 hours a day, seven days a week, providing a friendly listening ear and emotional support for seniors facing loneliness, isolation or anxiety.

Grit- Aired PSA's Q1 -2024

Air Date	Aired Time	Aired Length	Advertiser/Product
01/22/24	11:15:19 AM	:30	:30 2024 National News Literacy Week PSA
01/22/24	4:43:53 PM	:30	:30 2024 National News Literacy Week PSA
01/22/24	12:38:41 XM	:30	:30 2024 National News Literacy Week PSA
01/23/24	12:52:11 PM	:30	:30 2024 National News Literacy Week PSA
01/23/24	8:45:26 PM	:30	:30 2024 National News Literacy Week PSA
01/23/24	12:45:15 XM	:30	:30 2024 National News Literacy Week PSA
01/24/24	12:54:51 PM	:30	:30 2024 National News Literacy Week PSA
01/24/24	7:17:18 PM	:30	:30 2024 National News Literacy Week PSA
01/25/24	7:47:31 AM	:30	:30 2024 National News Literacy Week PSA
01/25/24	3:42:37 PM	:30	:30 2024 National News Literacy Week PSA
01/26/24	1:15:14 PM	:30	:30 2024 National News Literacy Week PSA
01/26/24	6:20:41 PM	:30	:30 2024 National News Literacy Week PSA
01/02/24	5:59:45 XM	:15	EVERGREEN Susan Lucci PSA 15
01/10/24	2:35:38 PM	:15	EVERGREEN Susan Lucci PSA 15
01/16/24	12:17:20 XM	:15	EVERGREEN Susan Lucci PSA 15
01/18/24	6:08:47 AM	:15	EVERGREEN Susan Lucci PSA 15
01/28/24	7:15:51 PM	:15	EVERGREEN Susan Lucci PSA 15
02/11/24	6:40:52 PM	:15	EVERGREEN Susan Lucci PSA 15
02/11/24	11:58:24 PM	:15	EVERGREEN Susan Lucci PSA 15
02/16/24	4:29:44 XM	:15	EVERGREEN Susan Lucci PSA 15
02/19/24	6:09:57 PM	:15	EVERGREEN Susan Lucci PSA 15
02/19/24	2:11:55 XM	:15	EVERGREEN Susan Lucci PSA 15
02/25/24	9:51:13 AM	:15	EVERGREEN Susan Lucci PSA 15
03/02/24	9:50:07 PM	:15	EVERGREEN Susan Lucci PSA 15
03/02/24	4:59:44 XM	:15	EVERGREEN Susan Lucci PSA 15
03/17/24	6:28:41 AM	:15	EVERGREEN Susan Lucci PSA 15
03/17/24	10:50:55 PM	:15	EVERGREEN Susan Lucci PSA 15
03/30/24	6:51:57 AM	:15	EVERGREEN Susan Lucci PSA 15
03/30/24	5:29:44 XM	:15	EVERGREEN Susan Lucci PSA 15
01/01/24	9:19:04 AM	:15	The Difference PSA 15
01/06/24	2:38:08 XM	:15	The Difference PSA 15
01/13/24	2:55:47 XM	:15	The Difference PSA 15
01/14/24	5:29:26 XM	:15	The Difference PSA 15
01/16/24	4:36:25 PM	:15	The Difference PSA 15
01/18/24	3:32:05 XM	:15	The Difference PSA 15
01/19/24	4:19:47 PM	:15	The Difference PSA 15
01/21/24	6:44:39 AM	:15	The Difference PSA 15
01/21/24	7:20:55 PM	:15	The Difference PSA 15
01/23/24	2:44:22 XM	:15	The Difference PSA 15
01/24/24	6:36:07 PM	:15	The Difference PSA 15
01/25/24	3:06:00 XM	:15	The Difference PSA 15
01/27/24	7:26:56 PM	:15	The Difference PSA 15

01/29/24	7:50:09 AM	:15	The Difference PSA 15
02/04/24	9:17:39 PM	:15	The Difference PSA 15
02/07/24	3:08:20 XM	:15	The Difference PSA 15
02/10/24	7:30:27 PM	:15	The Difference PSA 15
02/11/24	11:28:20 AM	:15	The Difference PSA 15
02/11/24	9:31:54 PM	:15	The Difference PSA 15
02/11/24	2:11:09 XM	:15	The Difference PSA 15
02/13/24	5:08:30 PM	:15	The Difference PSA 15
02/15/24	1:54:09 XM	:15	The Difference PSA 15
02/16/24	2:46:37 XM	:15	The Difference PSA 15
02/17/24	4:58:45 XM	:15	The Difference PSA 15
02/19/24	3:41:58 XM	:15	The Difference PSA 15
02/20/24	1:03:28 PM	:15	The Difference PSA 15
02/21/24	7:27:54 AM	:15	The Difference PSA 15
02/22/24	8:24:01 PM	:15	The Difference PSA 15
02/23/24	8:34:55 PM	:15	The Difference PSA 15
02/28/24	3:24:02 XM	:15	The Difference PSA 15
02/29/24	12:55:53 XM	:15	The Difference PSA 15
03/01/24	4:10:15 PM	:15	The Difference PSA 15
03/03/24	6:45:36 AM	:15	The Difference PSA 15
03/04/24	12:36:37 XM	:15	The Difference PSA 15
03/04/24	1:59:48 XM	:15	The Difference PSA 15
03/06/24	9:57:33 PM	:15	The Difference PSA 15
03/06/24	2:37:21 XM	:15	The Difference PSA 15
03/08/24	8:22:35 AM	:15	The Difference PSA 15
03/08/24	11:52:14 PM	:15	The Difference PSA 15
03/10/24	11:52:42 PM	:15	The Difference PSA 15
03/11/24	2:44:51 XM	:15	The Difference PSA 15
03/12/24	7:16:26 AM	:15	The Difference PSA 15
03/13/24	2:15:07 XM	:15	The Difference PSA 15
03/14/24	4:29:45 XM	:15	The Difference PSA 15
03/15/24	4:59:41 XM	:15	The Difference PSA 15
03/16/24	10:59:28 PM	:15	The Difference PSA 15
03/16/24	4:57:45 XM	:15	The Difference PSA 15
03/19/24	4:59:43 XM	:15	The Difference PSA 15
03/22/24	1:42:55 XM	:15	The Difference PSA 15
03/27/24	3:16:40 XM	:15	The Difference PSA 15
03/29/24	2:21:15 PM	:15	The Difference PSA 15
03/30/24	7:38:50 AM	:15	The Difference PSA 15
03/30/24	10:41:22 PM	:15	The Difference PSA 15
01/22/24	9:59:46 AM	:30	The Collective Smile PSA HD :30
01/02/24	10:19:25 PM	:15	The Collective Smile PSA HD :15
01/16/24	6:40:32 AM	:15	The Collective Smile PSA HD :15
01/18/24	3:14:39 XM	:15	The Collective Smile PSA HD :15

01/25/24	2:15:43 XM	:15	The Collective Smile PSA HD :15
01/28/24	9:19:21 AM	:15	The Collective Smile PSA HD :15
01/29/24	11:11:52 PM	:15	The Collective Smile PSA HD :15
02/02/24	5:21:42 PM	:15	The Collective Smile PSA HD :15
02/02/24	4:59:47 XM	:15	The Collective Smile PSA HD :15
02/04/24	4:29:45 XM	:15	The Collective Smile PSA HD :15
02/06/24	1:49:38 XM	:15	The Collective Smile PSA HD :15
02/09/24	6:47:05 PM	:15	The Collective Smile PSA HD :15
02/10/24	9:38:20 PM	:15	The Collective Smile PSA HD :15
02/11/24	2:43:46 XM	:15	The Collective Smile PSA HD :15
02/12/24	6:49:44 PM	:15	The Collective Smile PSA HD :15
02/17/24	3:38:11 XM	:15	The Collective Smile PSA HD :15
02/18/24	6:51:23 AM	:15	The Collective Smile PSA HD :15
02/19/24	1:31:06 XM	:15	The Collective Smile PSA HD :15
02/20/24	2:16:13 PM	:15	The Collective Smile PSA HD :15
02/21/24	9:06:05 AM	:15	The Collective Smile PSA HD :15
02/24/24	9:09:14 AM	:15	The Collective Smile PSA HD :15
02/26/24	10:35:26 AM	:15	The Collective Smile PSA HD :15
02/27/24	3:22:34 XM	:15	The Collective Smile PSA HD :15
02/29/24	4:28:58 XM	:15	The Collective Smile PSA HD :15
03/02/24	1:16:24 XM	:15	The Collective Smile PSA HD :15
03/03/24	6:47:11 PM	:15	The Collective Smile PSA HD :15
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03/04/24	12:45:43 PM	:15	The Collective Smile PSA HD :15
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03/30/24	1:57:26 XM	:15	The Collective Smile PSA HD :15
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01/02/24	12:15:59 XM	:15	It's All in the Why PSA
01/08/24	2:17:56 XM	:15	It's All in the Why PSA
01/16/24	11:10:41 PM	:15	It's All in the Why PSA

01/16/24	1:40:24 XM	:15	It's All in the Why PSA
01/18/24	6:39:25 PM	:15	It's All in the Why PSA
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03/31/24	5:29:45 XM	:15	It's All in the Why PSA
01/19/24	3:38:35 XM	:15	X (Spots without Adv Name)/St Jude Patient Ian DAD 15 PSA TV
02/18/24	8:16:07 AM	:15	X (Spots without Adv Name)/St Jude Patient Ian DAD 15 PSA TV

03/07/24	8:35:27 PM	:15	X (Spots without Adv Name)/St Jude Patient Ian DAD 15 PSA TV
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