



Quarterly Programs and Issues Report

1st Quarter 2020 38.3
January 1, to March 31, 2020

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April 9, 2020

This report shows the programming aired on KSCE addressing those issues and problems significant to El Paso's public.

The following information is given within each issue's heading:

Title of PSA

Length of PSA

Approximate Number of Airings This Quarter

Subject Addressed in the PSA

KSCE has concluded from viewers in our broadcast area that the following issues are concerning our community:

SOCIAL ISSUES AND FAMILY MATTERS

OUR ECONOMY / FIGHT AGAINST POVERTY

HEALTH ISSUES / DRUGS AND ALCOHOL ABUSE

PUBLIC SAFETY / CRIME

MILITARY / VETERANS CONCERNS

ENVIRONMENTAL CONCERNS

EDUCATION

1. SOCIAL ISSUES AND FAMILY MATTERS

"Ballet Values"

This PSA shows a little girl grabbing her suitcase for the grand prize trophy of a ballet competition she is on her way to. Foundation For A Better Life is advertised and the voice over states "Confidence.- Pass It On." *This is a 10, 15, 20, and 30 second PSA which aired approx. 30 Times ROS from January 1 to March 31 2020.*

"Change World Values"

This PSA shows people helping one another. Foundation For A Better Life is advertised and the voice over states "Make a Difference...Pass It On."

This is a 30 and 60 second PSA which aired approx. 60 Times ROS from January 1 to March 31 2020.

"Dishes Values"

This PSA shows a couple ignoring one another over a phone until the woman places the phone in dishwasher and they finally spend time together. Foundation For A Better Life is advertised and the screen shows "Listen...Pass It On."

This is a 30, 60, and 90 second PSA which aired approx. 60 Times ROS from January 1 to March 31 2020.

"Generosity Values"

This PSA shows a young boy gathering canned good on his school bus and giving it to the local shelter. Foundation For A Better Life is advertised and a voice over states "Generosity..Pass It On."

This is a 5, 10, 15, 20, and 30 second PSA which aired approx. 30 Times ROS from January 1 to March 31 2020.

"Pinata Values"

This PSA shows a pinata spilling candy, a little boy gets no candy but a little girl shares with him. Foundation For A Better Life is advertised and the voice over states "Sharing..Pass It On."

This is a 10, 15, 30, and 45 second PSA which aired approx. 40 Times ROS from January 1 to March 31 2020.

"Sports Values"

This PSA shows a young boy practicing sports with his mom, then the boy singing in a choir at a concert performance a song honoring moms. Foundation For A Better Life is advertised and the voice over states "Appreciation..Pass It On."

This is a 15, 20, 30 and 60 sec. PSA which aired approx. 20 Times ROS from January 1 to March 31 2020.

"Concert Values"

This PSA shows a young boy sneaking on a concert stage and playing a piano, instead of getting mad the real pianist lets him finish and encourages him and play with him. Foundation For A Better Life is advertised and the voice over states "Encouragement...Pass It On."

This is a 30 and 60 second PSA which aired approx. 25 Times ROS from January 1 to March 31 2020.

"Dance Values"

This PSA shows people in various stages of life doing their best and enjoying family. Foundation For A Better Life is advertised and the voice over states "Live Life..Pass It On."

This is a 30 and 60 second PSA which aired approx. 60 Times ROS from January 1 to March 31 2020.

"Wall"

This PSA shows a father helping his children build a wall. Foundation For A Better Life is advertised and the voice over states "Hard Work..Pass It On."

This is a 60 and 90 second PSA which aired approx. 70 Times ROS from January 1 to March 31 2020.

"Top Shelf"

This PSA shows an elderly woman reaching for an item on the top shelf at a grocery store. A man reaches to the top for her and hands her the item. Values.com is advertised with the voice over stating "Helping... Pass it on."

This is a 5, 10, 15, 20, 30, and 45 second PSA which aired approx. 60 Times ROS from January 1 to March 31 2020.

"Greatest"

This PSA shows a boy with a baseball bat declaring he is the greatest hitter in the world and subsequently not hitting any baseballs, he then declares he is the greatest pitcher in the world. Values.com is advertised and the voice over states "Optimism...Pass It On."

This is a 10, 15, 20, 30, 60 second PSA which aired approx. 40 Times ROS from January 1 to March 31 2020.

"Packages Values"

This PSA shows an elderly woman who has her hands full and can't open the door. A man with a bunch of packages helps her by opening the door with his foot. Values.com is advertised and the voice over states "Courtesy...Pass It On."

This is a 10, 15, 20, 30, and 45 second PSA which aired approx. 70 Times ROS from January 1 to March 31 2020.

"Finish Line Values"

This PSA shows a man struggling to finish a race and finally making it past the finish line. Values.com is advertised and the voice over states "Believe in Yourself...Pass it On."

This is a 15, 20, 30, and 60 second PSA which aired approx. 30 Times ROS from January 1 to March 31 2020.

"Guitar Hero"

This PSA shows a boy with a guitar practicing badly. A kid comes in and tells him that it sounded awful and a woman tells him that it sounded a lot better than last week. Values.com is advertised and the voice over states "Live Your Dreams...Pass It On."

This is a 15 and 20 second PSA which aired approx. 30 Times ROS from January 1 to March 31 2020.

"Hockey"

This PSA shows a hockey player in full gear on the phone with his daughter singing "the itsy-bitsy spider." Values.com is advertised and the voice over states "Love...Pass It On."

This is a 15, 20, 30, 60, and 90 second PSA which aired approx. 100 Times ROS from January 1 to March 31 2020.

"Parents"

This PSA shows a father playing baseball with his son stating that his family was drifting apart until he found the connection. The Boys Town National Hotline is advertised. *This is a 15, 20, 30, and 60 second PSA which aired approx. 60 Times ROS from January 1 to March 31 2020.*

"Reading Values"

This PSA shows a grandfather reading to his grandson. Values.com is advertised and the voice over states "Sharing...Pass It On."

This is a 15, 20, and 30 second PSA which aired approx. 25 Times ROS from January 1 to March 31 2020.

"Teens"

This PSA encourages teens to have courage instead of remaining discouraged. Yourlifeyourvoice.org is advertised.

This is a 15, 20, 30, and 60 second PSA which aired approx. 200 Times ROS from January 1 to March 31 2020.

"Time Out"

This PSA shows two adults arguing heatedly and a little girl states that they could use a time out. Values.com is advertised and the voice over states "Civility...Pass It On."

This is a 15, 20, 30, and 60 second PSA which aired approx. 45 Times ROS from January 1 to March 31 2020.

"You Can Let Go"

A woman is saying goodbye to her father. Values.com is advertised and a voice over says "Everlasting Love...Pass it on".

This is a 30 and 60 second PSA which aired approx. 25 Times ROS from January 1 to March 31 2020.

"College"

This PSA shows a young woman heading off to college who turns around before she leaves and thanks her father for everything he has done for her. Values.com is advertised and the voice over states "Gratitude...Pass It On."

This is a 30 and 45 second PSA which aired approx. 40 Times ROS from January 1 to March 31 2020.

"Sexual Harassment Hair"

This PSA shows woman in her first day of job training. The person training her starts speaking in her ear and touches her hair, showing viewers "That's harassment". By rainn.org/thatsharassment and Ad Council. This is a 30 second PSA. This PSA aired approx. 60 times *from January 1 to March 31 2020.*

"Sexual Harassment Kiss"

While working a boss decided to kiss a woman, showing viewers "that's harassment". By rainn.org/thatsharassment and Ad Council. This is a 30 second PSA. This PSA aired approx. 30 times *from January 1 to March 31 2020.*

"Sexual Harassment Leg"

During an interview the employer touches the leg of the person he is interviewing, portraying a scene of sexual harassment, and showing viewers "that's harassment". This is a 30 second PSA. This PSA aired approx. 20 times *from January 1 to March 31 2020.*

“Adoption Bacon”

A couple decided to adopt a teenager. Not knowing the best way to wake him up in the morning, they accidentally find out he loves the smell of bacon and it wakes up early. By adoptuskids.org and Ad council. This is a 30 second PSA. This PSA aired approx. 55 times *from January 1 to March 31 2020.*

“Adoption Cat”

“You don’t have to be perfect to be a perfect parent”. . By adoptuskids.org and Ad council. This is a 30 second PSA This PSA aired approx. 60 times *from January 1 to March 31 2020.*

“Be a Dad”

A dad is reading to his baby and the baby starts laughing a lot. “Take time to be a dad today #makeamoment” by fatherhood.gov and Ad Council. This is a 30 second PSA. This PSA aired approx. 70 times *from January 1 to March 31 2020.*

“Be a Dad Sing”

A Dad is playing the guitar while his girl toddler is singing. Take time to be a dad today #makeamoment” by fatherhood.gov and Ad Council. This is a 30 second PSA. This PSA aired approx. 80 times *from January 1 to March 31 2020.*

“Washington Profanity”

This is a cartoon about a situation that George Washington resolved. He expressed that true gentlemen do not use profanity. By forgodfamilyandyourcountry.com. This is a 60 second PSA. This PSA aired approx. 250 times *from January 1 to March 31 2020.*

“Make It Count:

A family is getting ready to go camping. The weather changes and they have to stay home. They end up having a lot of fun. The PSA emphasizes how “the strongest families are built one moment at a time”. By Make Every Day Count. This is a 60 second PSA. This PSA aired approx. 90 times *from January 1 to March 31 2020.*

“Discover the Forest”

A family decides to go to a park and have fun in nature. By Discover The Forest.com and Ad Council. This is a 30 second PSA. This PSA aired approx. 40 times *from January 1 to March 31 2020.*

"Locker Values"

This PSA shows a high school student being bullied, and another student helping him. Foundation for a Better Life is advertised and the voice over states "Character...Pass It On." *This is a 10, 15, 30, and 45 second PSA which aired approx. 40 Times ROS from January 1 to March 31 2020.*

"Cafeteria Values"

This PSA shows a young lady in a cafeteria sitting all alone looking depressed. Another young lady sees her and comes and sits down with her. Values.com is advertised with the voice over stating "Reaching Out... Pass it on." *This is a 10, 15, 20, 30, and 60 second PSA which aired approx. 50 Times ROS from January 1 to March 31 2020.*

“Bullying - Reach Out”

Emojis explain how to be kind to kids who are experiencing bullying. Also to use the eye emoji to report bullying. “Join the Movement @iseebullying” By the Ad Council. This is a 30 seconds PSA which aired approx. 40 times *from January 1 to March 31 2020.*

“Bullying- Am I A Witness”

A cartoon about a kid who suffers bullying and how he is encouraged when his friend sends him messages. By I witness bullying.org and the ad council. This is a 30 seconds PSA which aired approx. 30 times *from January 1 to March 31 2020.*

“Bullying – Ben’s Story”

This PSA shows how a young teenager suffers from online bullying and introduces the anti-bullying movement byiwitnessbullying.com and Ad Council. This is a 60 seconds PSA which aired approx. 40 times *from January 1 to March 31 2020.*

2. OUR ECONOMY / FIGHT AGAINST POVERTY

"Americorps"

This PSA shows someone searching for ways to make a difference. Americorps.gov is advertised. *This is a 15, 30, and 60 second PSA which aired approx. 70 Times ROS from January 1 to March 31 2020.*

"Nurses"

This PSA shows information on many different types of nurses and what they do. Certified Nurses.org is advertised. *This is a 30 and 60 second PSA which aired approx. 90 Times ROS from January 1 to March 31 2020.*

"Doctors without Borders"

This PSA shows the work of Doctors without Borders. Doctorswithoutborders.org is advertised. *This is a 15, 30, and 60 second PSA which aired approx. 100 Times ROS from January 1 to March 31 2020.*

“Jackie Graduation”

A young female explains the importance of getting a diploma. She thanks her family for the support. By finishyourdiploma.org and Ad Council. *This is a 30 and 60 second PSA This PSA aired approx. 90 times from January 1 to March 31 2020.*

"Disability Employment"

This PSA explains that youth with disabilities should expect to grow up and succeed. whatcanyodocampaign.org is advertised. *This is a 30, and 60 second PSA which aired approx. 120 Times ROS from January 1 to March 31 2020.*

"Score Mentor"

Different independent and small business owners discuss how SCORE helped them make their dreams possible. Score.org is advertised for a free business mentor. *This is a 30, and 60 second PSA which aired approx. 60 Times ROS from January 1 to March 31 2020.*

“Retirement House”

This PSA shows how a woman is able to plan ahead for retirement just like she planned to save and buy a house. By AARP and the Ad Council. This is a 15 second PSA *which aired approx. 40 Times ROS from January 1 to March 31 2020.*

“Wasted Food Rabbits”

This PSA is about cartoon rabbits who tell people about saving food and not letting it go to waste. By save the food.com and Ad Council. This is a 30 second PSA *which aired approx. 40 Times ROS from January 1 to March 31 2020.*

“Feeding America Children”

A community shows the importance of taking infants while looking for the owner of a stuffed animal. “1 in 6 children in the U.S. struggle with hunger”. By feedingamerica.org and Ad Council. This is a 30 second PSA, *which aired approx. 50 Times ROS from January 1 to March 31 2020.*

“Wishful Thinking”

Kids outside instead of playing or being active mention they rather be in school because they are hungry. “Summer isn’t fun when you’re hungry”. By feeding America and Ad Council advertising el pasoans fighting hunger. This is a 30 second PSA, *which aired approx. 20 Times ROS from January 1 to March 31 2020.*

“Dollar Buy Disaster”

This PSA gives example of what can one dollar buy. It emphasizes that the best way to donate is by giving money instead of canned goods. www.cidi.org and US AID. This is a 30 second PSA *which aired approx. 30 Times ROS from January 1 to March 31 2020.*

“Cake Mix Disaster”

This PSA emphasizes that the best way to help people that have suffered in natural disasters is by donating money instead of a cake mix. www.cidi.org and US AID. This is a 30 second PSA *which aired approx. 90 Times ROS from January 1 to March 31 2020.*

3. HEALTH ISSUES / DRUGS AND ALCOHOL ABUSE**“Texas Drug Free”**

This PSA shows the consequence of drug abuse. The Partnership for Drug-Free Kids is advertised. *This is a 15 second PSA which aired approx. 50 Times ROS from January 1 to March 31 2020.*

“MADD”

This PSA shows a mother enjoying her daughters dance recital and a hypothetical scenario if they were to get hit by a drunk driver. MADD.org is advertised. *This is a 30 second PSA which aired approx. 60 Times ROS from January 1 to March 31 2020.*

“Party Foul”

This PSA shows how drinking and driving is one of the most serious mistakes a person can commit. By the Ad Council “ultimate party foul”. 15 and 30 second PSA aired approx. 40 times *from January 1 to March 31 2020.*

"March of Dimes"

This PSA shares on how March of dimes helps babies born premature and women reach full term pregnancies. Marchforbabies.org is advertised.

This is a 30 and 60 second PSA which aired approx. 30 Times ROS from January 1 to March 31 2020.

"B.E.D."

This PSA shares what Binge Eating Disorder is. bingeeatingdisorder.com is advertised.

This is a 30 and 60 second PSA which aired approx. 70 Times ROS from January 1 to March 31 2020.

"Hepatitis"

This PSA shares on how to get a blood test for Hepatitis. CDC.org/knowmorehepatitis is advertised.

This is a 30 and 60 second PSA which aired approx. 90 Times ROS from January 1 to March 31 2020.

"Disaster"

This PSA shows how dollar donations are more effective than item or canned good donations. CIDI.org is advertised.

This is a 30 second PSA which aired approx. 60 Times ROS from January 1 to March 31 2020.

"Swim for MS"

Four Time Olympic Gold Medalist Missy Franklin states that she is proud to represent the MSAA fundraiser Swim for MS. swimforms.org is advertised.

This is a 10 and 15second PSA which aired approx. 90 Times ROS from January 1 to March 31 2020.

"Hands Full"

This PSA shows how all states offer health care for low income families. chipmedicaid.org is advertised.

This is a 30 second PSA which aired approx. 100 Times ROS from January 1 to March 31 2020.

"I Had"

A group of women express how they came to know that they had Gynecologic Cancer. A Voice over encourages women to ask their doctor about Gynecologic Cancer.

This is a 30 and 60 second PSA which aired approx. 60 Times ROS from January 1 to March 31 2020.

"Leukemia Coach"

A man expresses how his Leukemia was cured because of the work of Doctors and scientists to develop cures. The Leukemia & Lymphoma Society is advertised

This is a 30 and 60 second PSA which aired approx. 90 Times ROS from January 1 to March 31 2020.

"My Story"

A woman tells how she found out she had uterine cancer and tells women to check with their doctor if something in their body doesn't feel right.

This is a 30 and 60 second PSA which aired approx. 50 Times ROS from January 1 to March 31 2020.

"Polio"

A Group of people share how we are very close to ending Polio. endpolionow.org is advertised.

This is a 30 and 60 second PSA which aired approx. 100 Times ROS from January 1 to March 31 2020.

"Show Your Smile"

This PSA informs viewers about the orthodontist profession. mylifemysmile.org is advertised from the American Association of Orthodontists.

This is a 15, 30, and 60 second PSA which aired approx. 95 Times ROS from January 1 to March 31 2020.

"Three Rules Sports"

This PSA shows a hand writing on a board. The hand writes tips about sports and how kids can benefit from playing sports. By Safe Kids Worldwide, rounding sponsor Johnson & Johnson. This is a 30 seconds PSA which aired approx. 35 Times ROS from January 1 to March 31 2020.

"Three Rules Hydration"

This PSA shows a hand writing on a board. The hand writes tips about how to maintain hydration. By Safe Kids World Wide, rounding sponsor Johnson & Johnson. This is a 30 seconds PSA which aired approx. 40 Times ROS from January 1 to March 31 2020.

"Three Rules First Aid"

This PSA shows a hand writing on a board. The hand writes tips about the importance of having a First Aid kit while playing sports. Also the importance of CPR certified. This is a 30 seconds PSA which aired approx. 30 Times ROS from January 1 to March 31 2020.

"Let's Smile Kids"

A cartoon dinosaur sings a song about brushing and flossing teeth. It encourages children and young adults to take care of their teeth. By "American Dental Association and your local dental society". This is a 30 seconds PSA which aired approx. 70 Times ROS from January 1 to March 31 2020.

"Autism Cartoon"

This PSA is a cartoon about a boy with autism. It educates people about the signs of autism. It encourages people to visit autismspeaks.org By the Ad council. This is a 30 and 60 seconds PSA which aired approx. 90 Times ROS from January 1 to March 31 2020.

"St Baldrick's Face Paint"

Two kids painted themselves and their dad is laughing. "Kids are special. Let's treat them that way. Childhood cancer treatments need childhood cancer research". By St. Baldrick's Foundation. Stbaldricks.org This is a 30 and 60 seconds PSA which aired approx. 95 Times ROS from January 1 to March 31 2020.

"St. Baldrick's Puddle"

A toddler is playing in the rain and falls several times. "Kids are special. Let's treat them that way. Childhood cancer treatments need childhood cancer research". By St. Baldrick's Foundation. Stbaldricks.org This is a 30 and 60 seconds PSA which aired approx. 70 Times ROS from January 1 to March 31 2020.

"St. Baldrick's Armpit"

Two Kids are making funny noises with their armpits. "Kids are special. Let's treat them that way. Childhood cancer treatments need childhood cancer research". By St. Baldrick's Foundation. Stbaldricks.org This is a 30 seconds PSA which aired approx. 75 Times ROS from January 1 to March 31 2020.

“St. Baldrick’s Whistle”

This is a funny psa about a toddler is trying to whistle. “Kids are special. Let’s treat them that way. Childhood cancer treatments need childhood cancer research”. By St. Baldrick’s Foundation. stbaldricks.org This is a 30 seconds PSA *which aired approx. 60 Times ROS from January 1 to March 31 2020.*

4. PUBLIC SAFETY /CRIME

"Human Trafficking"

This PSA shows people who have been forced into servitude. Viewers are informed to call 1-866-DHS-2-ICE to report any suspicious behavior.

This is a 60 second PSA which aired approx. 130 Times ROS from January 1 to March 31 2020.

"Reach"

This PSA shows two men in a car pulling up next to a semi. The Semi's side door is open and a bunch of soda is there, it appears the man is reaching up to steal a soda but actually he closes the door.

Values.com is advertised and the voice over states "Integrity...Pass It On."

This is a 15, 20, 3and 30 second PSA which aired approx. 20 Times ROS from January 1 to March 31 2020.

“Protect Everyday”

This PSA show a community that come together to encourage people to protect their community. “If you see something suspicious, say something to local authorities” This is a 30 and 60 seconds PSA which aired approx. 40 times *from January 1 to March 31 2020.*

"No Contest"

This PSA shows a man wearing headphones on a train track as an oncoming train approaches.

seetracksthinktrain.org is advertised. *This is a 15, 30, and 60 second PSA which aired approx. 90 Times ROS from January 1 to March 31 2020.*

"Pool Safety"

This PSA shows pool safety steps to prevent accidental drowning. poolsafely.gov is advertised.

This is a 15, 30 and 60 second PSA which aired approx. 95 Times ROS from January 1 to March 31 2020.

“Text Penguin”

This PSA shows a cartoon of a penguin that is skydiving while texting. At the end it crashes into the snow. “No one should text while driving”. By Project Yellow Light and Ad Council. This is a 30 seconds PSA which aired approx. 30 times *from January 1 to March 31 2020.*

“Text Deer”

This PSA shows deer driving and humans crossing the road while texting. The main message is that humans while texting look like deer crossing the street without paying attention. “Don’t text while on the road”. By Project Yellow Light and Ad Council. This is a 30 seconds PSA which aired approx. 30 times *from January 1 to March 31 2020.*

“Text Just Drive”

This PSA shows a female teenager texting and getting ready to start driving. She puts her phone in her purse and turns on the car. “Just Drive (and only drive). By Project Yellow Light and Ad Council. This is a 30 seconds PSA which aired approx. 30 times *from January 1 to March 31 2020*.

“Text Never Here”

This PSA shows a male teenager through out his daily chores and how he is always texting. When he is about to start driving he texts that he is about to drive that he will text later. By Project Yellow Light and Ad Council. This a 30 seconds PSA which aired approx. 30 times *from January 1 to March 31 2020*.

“Text Big Foot”

This PSA shows a Big Foot fan driving in the forest. When he received a text and looks at his phone, he misses out when Big Foot crossed in front of him. “The average text takes your eyes off the road for 5 seconds”. By Project Yellow Light and Ad Council. This is a 50 seconds PSA which aired approx. 40 times *from January 1 to March 31 2020*.

“Text Both Eyes”

Keep both eyes on the road”. This is a 45 seconds PSA which aired approx. 20 times *from January 1 to March 31 2020*.

“Pediatric Media”

This PSA is about a pediatricians giving advice about media, explaining how is better for kids to learn by being active than by using screens. By healthychildren.org and American Academy of Pediatrics. This is a 30 seconds PSA which aired approx. 60 times *from January 1 to March 31 2020*.

“Pediatric Pregnant”

This PSA is about a pediatricians giving advice about how dangerous and the side effects of drinking alcoholic beverages while pregnant. By healthychildren.org and American Academy of Pediatrics. This is a 30 seconds PSA which aired approx. 30 times *from January 1 to March 31 2020*.

“Pediatric Suicide”

This PSA is about a pediatricians giving advice about how to detect when teenagers are depressed and how to prevent suicide. By healthychildren.org and American Academy of Pediatrics. This is a 30 seconds PSA which aired approx. 30 times *from January 1 to March 31 2020*.

“Pediatric E Cigarettes”

This PSA is about a pediatricians giving information about the dangers of E-cigarettes. By healthychildren.org and American Academy of Pediatrics. This is a 30 seconds PSA which aired approx. 35 times *from January 1 to March 31 2020*.

“Buckle Up”

A family with kids and a teenager go on a road trip and have fun while wearing their seat belts. “Never give up until they buckle up” by saver.car.gov/kidsbuckleup and Ad Council. This is a 30 seconds PSA which aired approx. 90 times *from January 1 to March 31 2020*.

“Imagine Safe Kids”

A cartoon portraying how kids are vulnerable and need their parents to take care of them correctly.

“Preventable injuries are the number one killer of children in the United States” by safekids.org this is a 60 seconds PSA which aired approx. 30 times from January 1 to March 31 2020.

5. MILITARY / VETERANS CONCERNS

"Make Connections Veterans"

This PSA shows many veterans speaking about how they have to open up about their problems in order to receive help and grown and move forward. maketheconnection.net is advertised.

This is a 30 and 60 second PSA which aired approx. 50 Times ROS from January 1 to March 31 2020.

"Stand by Veterans"

This PSA shows a wife encouraging her husband who is a veteran when he feels depressed. The Veterans Crisis Line is advertised.

This is a 15, 30, and 60 second PSA which aired approx. 20 Times ROS from January 1 to March 31 2020.

“Veterans Act”

A veteran is depressed looking at his daughters social media pictures. She decided to call him on the phone. By veteranscrisisline.net and US department of Veterans Affairs. This is a 15 and 60 second PSA which aired approx. 100 Times ROS from January 1 to March 31 2020.

"Selective Service"

This PSA shows information on how to register for Selective Service. SSS.gov is advertised.

This is a 30 second PSA which aired approx. 30 Times ROS from January 1 to March 31 2020.

"Easiest Chore"

This PSA shows a young man doing various chores. SSS.gov is advertised and a voice over encourages young men to register for selective service.

This is a 30 second PSA which aired approx. 40 Times ROS from January 1 to March 31 2020.

"American Marines"

This PSA shows the important work of the Marines. Marines.com is advertised.

This is a 30 and 60 second PSA which aired approx. 20 Times ROS from January 1 to March 31 2020.

"Marines"

A sergeant in the Marines expresses how he had PTSD and asked for help. realwarriors.net is advertised.

This is a 30 second PSA which aired approx. 25 Times ROS from January 1 to March 31 2020.

"Rolling Up Sleeves"

Veterans discuss how Vocational Rehab helped them enter a career after their service. Vocational Rehabilitation is advertised.

This is a 30, and 60 second PSA which aired approx. 30 Times ROS from January 1 to March 31 2020.

"Side By Side"

This PSA shows different friends and relatives standing by one another and encouraging the viewer to take a stand and help the veterans that they know. The Veterans Crisis Line is advertised.

This is a 15, 30, and 60 second PSA which aired approx. 40 Times ROS from January 1 to March 31 2020.

"Career Day"

This PSA shows a little girl at school who introduces her father on career day as a war hero and now directs ambulances. Vocational Rehab for Veterans is advertised.

This is a 30, and 60 second PSA which aired approx. 50 Times ROS from January 1 to March 31 2020.

"For Country Marines"

This PSA shows the important work of the Marines. "The few the proud the marines" Marines.com is advertised.

This is a 30 and 60 second PSA which aired approx. 20 Times ROS from January 1 to March 31 2020.

"For US All Marines"

This PSA shows the important work of the Marines. "The few the proud the marines" Marines.com is advertised.

This is 60 second PSA which aired approx. 35 Times ROS from January 1 to March 31 2020.

6. ENVIRONMENTAL CONCERNS

"Dogs ASPCA"

This PSA shows a woman petting her dog. She encourages viewer to have a plan in place in case of a natural disaster strike. ASPCA.org/beprepared is advertised"

This is a 15, 30, and 60 second PSA which aired approx. 70 Times ROS from January 1 to March 31 2020.

"Animal Defense"

This PSA shows kids asking about animal rights. Animalbillofrights.org is advertised.

This is a 20, 30, and 60 second PSA which aired approx. 140 Times ROS from January 1 to March 31 2020.

"Fishing License"

This PSA shows different aspects of fishing and wildlife and shares the need to be registered.

Takemefishing.org is advertised.

This is a 30 and 60 second PSA which aired approx. 95 Times ROS from January 1 to March 31 2020.

"Save Them Animals"

This PSA encourages animal adoption. Bestfriends.org is advertised.

This is a 30 and 60 second PSA which aired approx. 100 Times ROS from January 1 to March 31 2020.

"Clean Water"

This PSA shows shots of rivers and waterfalls and a little girl drinking a glass of water. Arborday.org is advertised and the voice over states "If we want clean drinking water tomorrow we must plant trees today."

This is a 10, 15, 20, 30, and 60 second PSA which aired approx. 90 Times ROS from January 1 to March 31 2020.

"Radon Home"

This PSA explains that Radon needs to be tested for and can cause cancer. Radon Testing is advertised at EPA.gov/Radon.

This is a 20, 30, and 60 second PSA which aired approx. 20 Times ROS from January 1 to March 31 2020.

"Radon Baby"

A group of Babies with green socks walk around and Radon Testing is advertised. Radon Testing is advertised at EPA.gov/Radon.

This is a 30 and 60 second PSA which aired approx. 90 Times ROS from January 1 to March 31 2020.

"Radon Rooftops"

The dangers of Radon are discussed. Radon Testing is advertised by calling 1-800-SOS-Radon.

This is a 30 second PSA which aired approx. 20 Times ROS from January 1 to March 31 2020.

"Annie Song Values"

This PSA shows shots of nature from all over the world. Values.com is advertised and the voice over states "Our Beautiful World...Pass It On."

This is a 60 and 90 second PSA which aired approx. 100 Times ROS from January 1 to March 31 2020.

"Molly Pet Shelter"

This PSA shows a friendly dog who is looking for a home. It emphasizes the importance of pet adoptions. By theshelterpetproject.org and Ad council. This is a 30 seconds PSA which aired approx. 60 Times ROS from January 1 to March 31 2020.

"Jake Pet Shelter"

This PSA shows a friendly dog who is looking for a home. It emphasizes the importance of pet adoptions. By theshelterpetproject.org and Ad council. This is a 30 seconds PSA which aired approx. 65 Times ROS from January 1 to March 31 2020.

"Daisy Pet Shelter"

This PSA shows a friendly cat who is looking for a home. It emphasizes the importance of pet adoptions. By theshelterpetproject.org and Ad council. This is a 30 seconds PSA which aired approx. 40 Times ROS from January 1 to March 31 2020.

"Bentley Pet Shelter"

This PSA shows a friendly dog who is looking for a home. It emphasizes the importance of pet adoptions. By theshelterpetproject.org and Ad council. This is a 30 seconds PSA which aired approx. 80 Times ROS from January 1 to March 31 2020.

“Hug Campfire”

A couple in a forest is putting out a fire and being very careful about it. Smokey the Bear, gratefully gives the couple a hug. “Only you can prevent wildfires” #Smokeybearhug. By smokeybear.com and Ad Council. This is a 30 seconds PSA *which aired approx. 100 Times ROS from January 1 to March 31 2020.*

“Life of a Strawberry”

This PSA shows how some strawberries sit in the fridge while the days go by. At the end they have to be thrown away. “40% of food in America is wasted”. By savethefood.com and Ad council. This is a 60 seconds PSA *which aired approx. 40 times ROS from January 1 to March 31 2020.*

7. EDUCATION**“Boys Town Your Life Your Choice”**

This PSA offers hope to those who feel forgotten in school. YourLifeYourVoice.org is advertised. *15, 20, 30, and 60 second PSA which aired approx. 80 Times ROS from January 1 to March 31 2020.*

“Boys Town Teens”

This PSA shows different teenagers at school and other settings. The Boys Town National Hotline is advertised.

This is a 15, 20, 30, and 60 second PSA which aired approx. 90 Times ROS from January 1 to March 31 2020.

“College”

This PSA shows a young woman heading off to college who turns around before she leaves and thanks her father for everything he has done for her. Values.com is advertised and the voice over states “Gratitude...Pass It On.”

This is a 30 and 45 second PSA which aired approx. 80 Times ROS from January 1 to March 31 2020.

“Lightning”

This PSA shows a young man looking at a lightning bolt and a group of youth working on an experiment. 4-H.org is advertised and a voice over states “This is the largest youth organization in America, committed to fostering one million new scientist and engineers of tomorrow.”

This is a 15, 30, and 60 second PSA which aired approx. 90 Times ROS from January 1 to March 31 2020.

“Misunderstood Homework”

A father and a son talk about having trouble while doing homework. This PSA encourages parents with kids with learning and attention issues to visit Understood.org by Ad Council. *This is a 60 second PSA which aired approx. 30 Times ROS from January 1 to March 31 2020.*