

QUARTERLY ISSUES AND PROGRAMS REPORT

FOR

STATION WKIS-HD3

3RD Quarter 2017

(July 1 through September 30)

Prepared by Patricia Kenny
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**Issues of Concern to Miami
Addressed in Responsive Programming in the
3rd Quarter 2017**

1. Clean Energy New technology has helped the trucking industry clean up its act. Improved diesel engines and emissions control systems are now part of 30 percent of all the trucks on the road in the US. Tom Appel, Publisher of Consumer Guide Automotive has a Green Road Test of the Lexus CT 200H F sport. The Solar Eclipse and its effect on solar power. Consumer Guide Automotive Publisher Tom Appel joins us for a Green Road Test of the Toyota Avalon. A new report by the Lawrence Berkeley National Laboratory on wind energy and that it has seen numerous technological improvements and has the potential to generate even more energy than before. Consumer Guide Automotive Publisher Tom Appel joins us for a road test of the hybrid version of the Toyota Highlander SUV.
2. Climate Change Discussion with Seth Wines of the University of British Columbia regarding an infographic illustrating which individual actions can have the most positive impact. Scientists publishing in the journal Climatic Change say a nationwide effort to swap beef with beans could help the U.S. meet more than 50% of its emissions goals by the year 2020. Discussion with Diana Rojas on how business, state and local governments on their own are committing to it in order to reduce carbon output. Discussion with Charlotte Levy a researcher with Cornell University who's been working with drones to find new ways to manage climate change. What is the role of climate changes in the size and frequency of hurricanes and what can we expect in the future.
3. Environment Replacing pipes with plants, creating wetlands and fountains for public enjoyment. A floating ecosystem was installed this summer in the longtime polluted but much-improving Chicago River that will help birds, fish and other wildlife to return to the river. Conservation photographer Krista Schlyer has spent years photographing the US/Mexico borderlands showing how the wall that already exists there impacts ecosystems. With President Trump planning on building a bigger wall, she looks at the negative impact the current one already has. Discussion with Margaret Frisbie, Executive Director of the Friends of the Chicago River regarding the river's story of a polluted, industrial waterway that's on its way to becoming ecologically healthy. Debunking leaf raking, is it better to just leave them where they are? It'll save you the hassle but it also might be better for your lawn and the environment.

4. Energy Using Ice to store energy and reduce the carbon footprint, the Ice Bear is a battery that doesn't store electricity but freezes water into ice when electricity is cheaper and then uses it to cool off indoor spaces during the day. Discussion with Alicia Gutierrez, with the California Energy Commission, about the “basket of goods” that is necessary to meet our growing energy needs in the world and the use of food and forest waste as fuel for bioelectric energy generation. Discussion Thomas Reddock from the Electric Power Research Institute (or EPRI) regarding what is the ideal future of the electric grid and, what'll it take to get there?
5. Food Recipe for a healthy grilled dessert that's perfect for summer celebrations. Reusing wasted food. Discussion with Sarah Smith with the IFTF's Food Futures Lab to share with some of their new insights on Food Innovation. Discussion with Genevieve Crum, who has post-graduate degree on slow food and sustainable food systems, on how we can learn a lot about our relationship to food and how it's produced and prepared by looking at places like Italy. A healthy apple crumble recipe for fall.
6. Sustainability Discussion on everyday people and business across the country are reducing consumption and supporting renewable energy. Discussion on nation's crumbling infrastructure and that engineers tested smart utility pipelines that have the ability to adjust to and even withstand disasters like earthquakes. Discussion with Dr. Mike Keen who has been a Professor of Sociology and Sustainability Studies at Indiana University South Bend and currently runs Thrive Michiana, a consulting and development firm committed to fostering sustainability and innovation in the Midwest and beyond. Discussion with Megan Schuknecht of the Biomimicry Institute to talk about this year's Biomimicry Global Design Challenge. Discussion with Rick Gentry, VP of Sales for SolarRoofHook regarding their innovative, simple, and effective mounting solutions for residential roof.
7. Transportation Tom Appel, publisher of Consumer Guide Automotive has a road test of the new Hyundai Ioniq EV. Tom Appel, publisher of Consumer Guide Automotive tells us about a new innovation from Mazda that allows gas powered engines to save fuel by working like a diesel engine.
8. Water In Orange County, California waste water is being purified using the latest technology can be a safe, trusted and sustainable water source.

**WKIS-HD3 Programs That Address Community Issues
(Regularly Scheduled Public Affairs Programs)
3rd Quarter 2017**

<u>Public Affairs Program</u>	<u>Schedule and Description</u>
1. GREENSENSE WITH ROBERT COLANGELO	Sundays, 6:30 a.m.-7:00 a.m. Robert Colangelo is the host of the nationally syndicated Green Sense Radio show. Recorded live on the Farm, Green Sense Radio features entrepreneurs, innovators, academics, and policy makers who are making the world a better place.

Most Significant Issue-Responsive Programming
3rd Quarter 2017
(July 1 through September 30)

ISSUES: Environment
 Food

GREENSENSE WITH ROBERT COLANGELO
Drainage Systems That Beautify Cities/Chicago River Floating Ecosystem
July 2, 2017
6:30am
28 minutes of a 28 minute program

Ingham County, Michigan Drainage Commissioner Patrick Linneman is internationally known for his drainage projects. They replace pipes with plants, creating wetlands and fountains for public enjoyment.

A floating ecosystem was installed this summer in the longtime polluted but much-improving Chicago River. Not only will it beautify parts of the river, it'll help birds, fish and other wildlife to return to the river. Nick Wesley Urban Rivers is our guest.

Chef Mareya Ibrahim has a follow-up to last week's healthy grilling recipe with a healthy grilled dessert that's perfect for summer celebrations.

ISSUES: Sustainability

GREENSENSE WITH ROBERT COLANGELO
Resources Study On Increasing Support for Sustainability
July 9, 2017
6:30am
28 minutes of a 28 minute program

While the Trump administration might be turning its back on climate change, everyday people and business across the country are reducing consumption and supporting renewable energy. That's from the most recent Deloitte Resources Study. Joining us is Marlene Motyka US and Global Renewable Energy Leader with Deloitte.

Our nation's crumbling infrastructure is the topic of a lot of discussion. But what kind of infrastructure can we aspire to have? Recently at Cornell University, engineers tested smart utility pipelines that have the ability to adjust to and even withstand disasters like earthquakes. Brad Wham is part of the engineering team at Cornell behind the recent tests.

ISSUES: Water
Sustainability
Transportation

GREENSENSE WITH ROBERT COLANGELO
Orange Country Drinking Waste Water/Sustainability in Cities
July 16, 2017
6:30am
28 minutes of a 28 minute program

Waste water purified using the latest technology can be a safe, trusted and sustainable water source. That's just what they've been doing in Orange County, California and we're joined by Mehul V. Patel Director of Water Production for the Orange County Water District.

While the US is pulling out of the Paris Climate Agreement, we continue to see strong efforts on the local level to combat climate change. Dr. Mike Keen has been a Professor of Sociology and Sustainability Studies at Indiana University South Bend. He currently runs Thrive Michiana, a consulting and development firm committed to fostering sustainability and innovation in the Midwest and beyond.

Tom Appel, publisher of Consumer Guide Automotive has a road test of the new Hyundai Ioniq EV.

ISSUES: Energy
Environment

GREENSENSE WITH ROBERT COLANGELO
Ice Energy Storage/Border Wall endangering the ecosystem
July 23, 2017
6:30am
28 minutes of a 28 minute program

Ice can be used as a way to store energy helping reduce the carbon footprint of homes, businesses and industries. The Ice Bear from Ice Energy is a battery that doesn't store electricity but freezes water into ice when electricity is cheaper and then uses it to cool off indoor spaces during the day. CEO Mike Hopkins is our guest.

Conservation photographer Krista Schlyer has spent years photographing the US/Mexico borderlands showing how the wall that already exists there impacts ecosystems. With President Trump planning on building a bigger wall, she looks at the negative impact the current one already has.

ISSUES: Sustainability
Climate Change

GREENSENSE WITH ROBERT COLANGELO
Biomimicry Design Challenge/Climate Change Infographic that went viral
July 23, 2017
6:30am
28 minutes of a 28 minute program

Biomimicry, or nature-inspired designs to develop solutions to reverse or adapt to climate change continues to be a trend in sustainability.

The Biomimicry Global Design Challenge for students has been taking place annually since 2008 and we're joined by Megan Schuknecht with the Biomimicry Institute to talk about this year's challenge.

"Individual actions multiplied by millions have big environmental results." We've been saying that from day one on Green Sense. Recently, an infographic illustrating just which individual actions can have the most positive impact went viral. Seth Wines with the University of British Columbia, is the author of the report on which it's based.

ISSUES: Food
Clean Energy

GREENSENSE WITH ROBERT COLANGELO
Food Waste in the US/Clean Diesel/Lexus CT200H F Sport test
August 6, 2017
6:30am
28 minutes of a 28 minute program

Of the 40% of food that's wasted in the US much of it is safe to eat. However, some of it is not fit for consumption. But, it still can be reused instead of ending up in landfills. We're joined Joanna Underwood of Energy Vision which just put out the report "Food Waste Erased" about how we could meet the UN goal of cutting food waste in half by 2030.

New technology has helped the trucking industry clean up its act. Improved diesel engines and emissions control systems are now part of 30 percent of all the trucks on the road in the US. To tell us more about clean diesel and it's positive impact on the environment is Allen Schaeffer with the Diesel Technology Forum.

Tom Appel, Publisher of Consumer Guide Automotive has a Green Road Test of the Lexus CT 200H F sport.

ISSUES: Sustainability
Food
Environment

GREENSENSE WITH ROBERT COLANGELO

The Future of Food/Chicago River Cleanup/Solar Roof Hook
August 13, 2017
6:30am
28 minutes of a 28 minute program

Going green is about more than sexy, high-tech hardware. Yes, the latest innovations are often exciting and thrilling. But just as important are the “nuts and bolts” of sustainability. And, we’re going to meet a company that literally is about nuts and bolts. SolarRoofHook’s been growing rapidly in the solar industry by working its niche by providing innovative, simple, and effective mounting solutions for residential roof. Joining us is Rick Gentry, VP of Sales for SolarRoofHook.

Food, and how it’s raised, grown and distributed plays a huge role in the future of our planet. The Institute for the Future recently took part in the US Chamber of Commerce’s Food Forward Summit. Joining is us Sarah Smith with the IFTF’s Food Futures Lab to share with us some of their new insights on Food Innovation.

The Chicago River is nationally known for being dyed green every St. Patrick’s Day. The many visitors to Chicago from around the world also know it for taking beautiful architecture cruises. But there’s much more - it’s a 156-mile river system that’s a story of a polluted, industrial waterway that’s on its way to becoming ecologically healthy. Joining is us Margaret Frisbie, Executive Director of the Friends of the Chicago River.

ISSUES: Climate Change
Clean Energy

GREENSENSE WITH ROBERT COLANGELO

Healthy Bean Recipe/The Eclipse and the Green Infrastructure/Toyota Avalon Hybrid

August 20, 2017

6:30am

28 minutes of a 28 minute program

Scientists publishing in the journal Climatic Change say a nationwide effort to swap beef with beans could help the U.S. meet more than 50% of its emissions goals by the year 2020. We're joined by the Fit Foodie, Chef Mareya Ibrahim with a healthy bean-based recipe.

The Solar Eclipse on August 21st will have a greater effect on solar power than in the past. The state of California, which generates more solar than any other state is even asking people to "take the pledge" to reduce their power usage during the eclipse since solar power generation will dip. Joining us is California Public Utilities Commission President Michael Picker.

Consumer Guide Automotive Publisher Tom Appel joins us for a Green Road Test of the Toyota Avalon.

ISSUES: Clean Energy
Climate Change

GREENSENSE WITH ROBERT COLANGELO

Wind Industry Report Card/Local Support for the Paris Climate Agreement

August 27, 2017

6:30am

28 minutes of a 28 minute program

Wind energy costs less, has seen numerous technological improvements and has the potential to generate even more energy than before. This is all covered in a new report by the Lawrence Berkeley National Laboratory. We're joined by its lead author Ryan Wiser.

The US under President Trump backed out of the Paris Climate Agreement a few months ago. Since that time, we're learning more and more how business, state and local governments on their own are committing to it in order to reduce carbon output.

Joining us now is Diana Rojas who wrote about this trend for Ethical Corporation's monthly magazine.

ISSUES: Climate Change
 Food

GREENSENSE WITH ROBERT COLANGELO
Drones and Climate Change/Slow Food in Italy
September 3, 2017
6:30am
28 minutes of a 28 minute program

Amazon made headlines a few years ago by using drones to make deliveries. They've been used for years in warfare, by hobbyists, and by film & TV crews. But now they're helping with observations and study on climate change. Charlotte Levy's a researcher with Cornell University who's been working with drones to find new ways to manage climate change.

In a country where convenience when it comes to food is sometimes valued over all other aspects, we can learn a lot about our relationship to food and how it's produced and prepared by looking at places like Italy. Genevieve Crum just spent some time there in pursuit of a post-graduate degree on slow food and sustainable food systems and she joins us on Green Sense.

ISSUES: Energy
 Clean Energy

GREENSENSE WITH ROBERT COLANGELO
Energy from forest waste/Toyota Highlander
September 10, 2017
6:30am
28 minutes of a 28 minute program

We talk a lot about the "basket of goods" that is necessary to meet our growing energy needs in the world. As solar, wind and other renewable methods continue to grow and increase, others are discovered and developed. One is the use of food and forest waste as fuel for bioelectric energy generation, something that's being worked on in California. We're joined by Alicia Gutierrez with the California Energy Commission.

Consumer Guide Automotive Publisher Tom Appel joins us for a road test of the hybrid version of the Toyota Highlander SUV.

ISSUES: Energy
Transportation
Food

GREENSENSE WITH ROBERT COLANGELO
State of the Smart Grid/New Mazda fuel saving innovation
September 17, 2017
6:30am
28 minutes of a 28 minute program

The electrical grid is a complex network of power plants and transformers connected by nearly half a million miles of high-voltage transmission lines. But it's aging and in need of improvement, even though for the most part we have reliable power in the US. What is the ideal future of the grid? And, what'll it take to get there? Thomas Reddock manages Energy Utilization Research area for the Electric Power Research Institute (or EPRI) tells us more.

Tom Appel, publisher of Consumer Guide Automotive tells us about a new innovation from Mazda that allows gas powered engines to save fuel by working like a diesel engine.

Plus, Chef Mareya Ibrahim has a healthy apple crumble recipe for fall.

ISSUES: Environment
Climate Change

GREENSENSE WITH ROBERT COLANGELO
Hurricanes and climate change/leaf raking debunked
September 24, 2017
6:30am
28 minutes of a 28 minute program

Autumn is arriving for much of the US and for many, it's time to get out the rakes and pile those leaves and cart them off (or burn them, as some still do). But is it better to just leave them where they are? It'll save you the hassle but it also might be better for your lawn and the environment. We're joined by Sam Bauer, a professor with the University of Minnesota's Turfgrass Science Program.

Large parts of Texas, Louisiana, Florida, and the Caribbean are on the long road to recovery following the devastation of Hurricanes Harvey and Irma. What is the role of climate change in the size and frequency of these storms...and what can we expect in the future? Dr. Astrid Caldas is a senior climate scientist with the Union of Concerned Scientists

**Public Service Announcements
3rd Quarter 2017
(July 1 through September 30)**

The Radio Disney Network broadcast public service announcements (“PSA’s”) thirty seconds and 15 seconds in length on a variety of topics relating to children and young adults in the Third Quarter of 2017. These PSAs are provided by the Ad Council, a private, national non-profit organization that marshals talent from the advertising and communications industries, the facilities of the media, and the resources of the business and non-profit communities to produce, distribute and promote public service campaigns on behalf of non-profit organizations and government agencies in issue areas such as improving the quality of life for children, preventative health, education, community well-being, environmental preservation, and strengthening families. This quarter, the Radio Disney broadcast 3661 PSAs in a variety of day parts as follows:

SERIES TITLE:	PSA
PROGRAM TITLE:	“Big Brothers/Big Sisters”
PROGRAM LENGTH:	30 seconds
DATE AIRED:	7/1/17 – 9/30/17
TIME AIRED:	various times (611 total)
FORMAT:	recorded
DESCRIPTION:	Raise\ Awareness for the Big Brothers/Big Sisters program.

SERIES TITLE:	PSA
PROGRAM TITLE:	“Child Passenger Safety”
PROGRAM LENGTH:	30 seconds
DATE AIRED:	7/1/17 – 9/30/17
TIME AIRED:	various times (141 total)
FORMAT:	recorded
DESCRIPTION:	Every 33 seconds, a child under 13 is involved in a car crash. From 2011 to 2015, 3,194 children under age 13 were killed and an estimated 559,000 children were injured in car crashes. That’s more than the population of Atlanta, Georgia. Market research shows that while parents are constantly worried about their children, they are mistakenly confident about their kids’ safety in the car. And in Latino families, children are more likely to be moved out of car and booster seats prematurely. In 2012, the Ad Council launched “The Right Seat,” a campaign in English and Spanish that encourages proper installation and use of car and booster seats. Directed towards parents and caregivers, the campaign helps match children ages 0-12 with the right car seat for their age and size and promotes NHTSA’s best practices for car safety.

SERIES TITLE: PSA
PROGRAM TITLE: "Discovering Nature: Redwoods"
PROGRAM LENGTH: 30 seconds
DATE AIRED: 7/1/17 – 9/30/17
TIME AIRED: various times (228 total)
FORMAT: Anytime is a perfect time for families to connect with the outdoors – and each other. And even in cities, parents can find opportunities to take their kids on adventures – from hiking and biking to ice skating and snowball fights. These experiences are so valuable: Spending time in nature gives kids a chance to move, explore and engage in unstructured and adventurous play. Kids become fitter and leaner, have lower stress levels and develop stronger immune systems. They also become more creative, and have greater respect for themselves, other people, and the environment. New Discovering Nature PSAs remind parents and caregivers that families don't have to go far to find green spaces, parks, preserves and other outdoor destinations. By visiting DiscoverTheForest.org or DescubreelBosque.org, they can learn where to connect with nature right in their own neighborhoods.

SERIES TITLE: PSA
PROGRAM TITLE: "Discovering Nature: Show & Tell"
PROGRAM LENGTH: 30 seconds
DATE AIRED: 7/1/17 – 9/30/17
TIME AIRED: various times (351 total)
FORMAT: 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. Discovertheforest.org

SERIES TITLE: PSA
PROGRAM TITLE: "Emergency Preparedness: Don't Wait"
PROGRAM LENGTH: 15 seconds
DATE AIRED: 7/1/17 – 9/30/17
TIME AIRED: various times (170 total)
FORMAT: recorded
DESCRIPTION: The Ready PSA campaign from Federal Emergency Management Agency (FEMA) is designed to prepare American families for an effective response to whatever natural or man-made disaster may come next. While the country has experienced recent devastating natural disasters, such as earthquakes, wildfires, tornados and hurricanes, only 20% of Americans say they feel very prepared for a disaster. Yet 64% of Americans say disaster preparation is very important for people to do. The Ready campaign's resources can help close that gap. The PSA message—"Don't Wait. Communicate."—encourages Americans to talk to their loved ones and make a plan that's shared with all family members. The campaign also encourages Americans to be informed and build a kit with essential supplies that will last up to 72 hours. PSAs urge every American to visit Ready.gov and learn how to make their emergency plan today.

SERIES TITLE: PSA
PROGRAM TITLE: "Father Involvement - Guy's Night Out"
PROGRAM LENGTH: 30 seconds
DATE AIRED: 7/1/17 – 9/30/17
TIME AIRED: various times (309 total)
FORMAT: recorded
DESCRIPTION: Fathers play a critical role in their children's lives and today, 86 percent of dads spend more time with their children than their own dads did with them. However, 7 out of 10 dads recognize they could use help to become even better parents. The Ad Council's Fatherhood Involvement campaign will encourage men to "take time to be a dad today" by playing an active role in their children's lives. New PSAs feature kids re-telling jokes their dads shared with them, highlighting that even the smallest moments fathers spend with their children can have the biggest difference in their children's lives. All PSAs direct audiences to visit Fatherhood.gov for parenting tips, fatherhood programs, and other resources. Share this timeless message with all the dads and prospective dads in your community.

SERIES TITLE: PSA
PROGRAM TITLE: "Father Involvement - Tea Pot"
PROGRAM LENGTH: 30 seconds
DATE AIRED: 7/1/17 – 9/30/17
TIME AIRED: various times (295 total)
FORMAT: recorded
DESCRIPTION: Fathers play a critical role in their children's lives and today, 86 percent of dads spend more time with their children than their own dads did with them. However, 7 out of 10 dads recognize they could use help to become even better parents. The Ad Council's Fatherhood Involvement campaign will encourage men to "take time to be a dad today" by playing an active role in their children's lives. New PSAs feature kids re-telling jokes their dads shared with them, highlighting that even the smallest moments fathers spend with their children can have the biggest difference in their children's lives. All PSAs direct audiences to visit Fatherhood.gov for parenting tips, fatherhood programs, and other resources. Share this timeless message with all the dads and prospective dads in your community.

SERIES TITLE: PSA
PROGRAM TITLE: "Father Involvement - Moments"
PROGRAM LENGTH: 30 seconds
DATE AIRED: 7/1/17 – 9/30/17
TIME AIRED: various times (160 total)
FORMAT: recorded
DESCRIPTION: Fathers play a critical role in their children's lives and today, 86 percent of dads spend more time with their children than their own dads did with them. However, 7 out of 10 dads recognize they could use help to become even better parents. The Ad Council's Fatherhood Involvement campaign will encourage men to "take time to be a dad today" by playing an active role in their children's lives. New PSAs feature kids re-telling jokes their dads shared with them, highlighting that even the smallest moments fathers spend with their children can have the biggest difference in their children's lives. All PSAs direct audiences to visit Fatherhood.gov for parenting tips, fatherhood programs, and other resources. Share this timeless message with all the dads and prospective dads in your community.

SERIES TITLE: PSA
PROGRAM TITLE: "FEMA - Storm"
PROGRAM LENGTH: 60 seconds
DATE AIRED: 7/1/17 – 9/30/17
TIME AIRED: various times (158 total)
FORMAT: PSA campaign from Federal Emergency Management Agency (FEMA) is designed to prepare American families for an effective response to whatever natural or man-made disaster may come next

SERIES TITLE: PSA
PROGRAM TITLE: "Financial Literacy – My Savings Are Gone"
PROGRAM LENGTH: 15 seconds
DATE AIRED: 7/1/17 – 9/30/17
TIME AIRED: various times (12 total)
FORMAT: Americans between the ages of 25 to 34 often have big decisions to make. Is it time to buy a home? Get married? Start a family? These decisions are exciting – but they can potentially be expensive. Unfortunately, too many young adults lack the financial literacy skills to launch their lives and start saving for their futures. The Ad Council's Financial Literacy campaign aims to help young adults develop smart savings habits. New public service advertisements (PSAs) encourage young adults to make savings a part of their everyday routine, directing them to free online tools where they can develop the savings savvy they will need throughout their lives. Join our campaign to make sure young people in your community develop smart savings habits. Together, we can help them start building towards their dreams today – and prepare them for tomorrow.

SERIES TITLE: PSA
PROGRAM TITLE: "Foster Care – Multiple Choice Parenting"
PROGRAM LENGTH: 15 seconds
DATE AIRED: 7/1/17 – 9/30/17
TIME AIRED: various times (160 total)
FORMAT: There are 112,000 children in the U.S. foster care system currently awaiting adoption. This campaign specifically spotlights the need to find permanent families for teens, who have lower overall adoption rates and wait longer to be adopted than younger children. More than 43% of all children available for adoption on AdoptUSKids.org are between the ages of 15 to 18 years old, but this age group represents only 5% of all adoptions in 2015. Teens need the love of a caring parent to support them during their teen and adult years—from their first date to their first job. The campaign vividly demonstrates that "you don't have to be perfect to be a perfect parent" for teens in foster care—they'll love you just the way you are. The humorous, lighthearted PSAs aim to reassure prospective parents that even if they are not "perfect," they can provide the stability and security that teens in foster care need and deserve.

SERIES TITLE: PSA
PROGRAM TITLE: "Meals on Wheels"
PROGRAM LENGTH: 15 seconds and 60 seconds
DATE AIRED: 7/1/17 – 9/30/17
TIME AIRED: various times (165 total)
FORMAT: Simply by dedicating their time to serving seniors in need, volunteers can make an incredible difference. With 1 in 6 seniors already facing the threat of hunger and the senior population projected to double by 2050, Meals on Wheels has a pressing need to recruit new volunteers. The new campaign, "America, Let's Do Lunch", invites Americans to "donate their lunch break" to deliver meals to seniors in need. Visit AmericaLetsDoLunch.org to sign up to volunteer with Meals on Wheels in your local community."

SERIES TITLE: PSA
PROGRAM TITLE: "Seat Belt Safety"
PROGRAM LENGTH: 30 seconds
DATE AIRED: 7/1/17 – 9/30/17
TIME AIRED: various times (165 total)
FORMAT: Kids can always find a reason not to wear seat belts, and as parents or caregivers we can sometimes give in to their persistent objections. But one fact overrides all their weeping and whining: from 2009 to 2013, 1,522 children ages 8-14 died as passengers in motor vehicles, and almost half were unrestrained at the time. It's mandatory for kids to always buckle up, even on a quick trip around the corner. A new PSA campaign in both English and Spanish sends a clear, emphatic message to parents and caregivers of kids in cars: no excuses, no exceptions—wearing a seat belt is simply non-negotiable.

SERIES TITLE: PSA
PROGRAM TITLE: "Shelter Pets – Hamilton the Pug"
PROGRAM LENGTH: 15 seconds
DATE AIRED: 7/1/17 – 9/30/17
TIME AIRED: various times (96 total)
FORMAT: Admit it. You like watching pet videos on YouTube and following the furry celebrities on Instagram. There are dogs that bring the party. Dogs who are real life fashion icons. And even cats who play the keyboard. Does it surprise you to learn that many of the Internet's biggest pet celebrities got their start when they were adopted from shelters and rescue groups? Each year, 6-8 million dogs and cats will enter shelters and rescue groups, yet only half will be adopted. This leaves millions of healthy and treatable dogs and cats who still need our help to find a home. Millions of Americans will look for a new cat or dog to bring home in 2016. Encourage them to find their furry friends at shelters and rescue groups. While not every shelter cat or dog will be a social media star, they all will star as someone's new best friend. Air new PSAs to encourage your community to Start a Story. Adopt today.

SERIES TITLE: PSA
PROGRAM TITLE: "Teacher Recruitment – Growing Up"
PROGRAM LENGTH: 15 seconds
DATE AIRED: 7/1/17 – 9/30/17
TIME AIRED: various times (78 total)
FORMAT: The United States is facing a national teacher shortage. Today, America needs 60,000 more teachers per year, and that number is projected to grow to 110,000 by 2021, an unprecedented shortage which will impact nearly 10 million students. Many college students have negative misperceptions of the job, often seeing it as a role that is boring, restricted, and conventional. Yet in reality, teachers start their first days in the classroom as leaders. Teachers are encouraged and required to be creative, innovative, collaborative, and are able to leverage their unique skills, background, and passions every day. The teacher recruitment PSAs make a compelling case for teaching as an innovative, exciting job, where every day is new.

SERIES TITLE: PSA
PROGRAM TITLE: "Learning & Attention"
PROGRAM LENGTH: 15 seconds
DATE AIRED: 7/1/17 – 9/30/17
TIME AIRED: various times (17 total)
FORMAT: 15 million children ages 3-20, or 1 of every 5 kids in the U.S., have learning and attention issues and many may never receive a formal diagnosis. In the classroom, these students can appear distracted, disengaged, or even disrespectful, leading to the misperception that they lack interest, motivation, discipline or intelligence. If adults could see school through the child's eyes, they'd see the confusion, frustration and isolation that comes with their struggle to learn. With the right support from parents, educators and the community, kids with learning and attention issues can thrive academically, socially and emotionally. They have the same potential for success as their peers. A new PSA campaign helps parents understand the two sides of learning and attention issues, driving them to Understood.org for resources to foster support and success in school and life.

SERIES TITLE: PSA
PROGRAM TITLE: "Shelter Pets – Bento"
PROGRAM LENGTH: 15 seconds
DATE AIRED: 7/1/17 – 9/30/17
TIME AIRED: various times (23 total)
FORMAT: Admit it. You like watching pet videos on YouTube and following the furry celebrities on Instagram. There are dogs that bring the party. Dogs who are real life fashion icons. And even cats who play the keyboard. Does it surprise you to learn that many of the Internet's biggest pet celebrities got their start when they were adopted from shelters and rescue groups? Each year, 6-8 million dogs and cats will enter shelters and rescue groups, yet only half will be adopted. This leaves millions of healthy and treatable dogs and cats who still need our help to find a home. Millions of Americans will look for a new cat or dog to bring home in 2016. Encourage them to find their furry friends at shelters and rescue groups. While not every shelter cat or dog will be a social media star, they all will star as someone's new best friend. Air new PSAs to encourage your community to Start a Story. Adopt today.

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