



**ISSUES AND PROGRAMS LIST
4TH QUARTER 2018
Date: 1/10/19**

(COMMUNITY ISSUES AND THE PROGRAMS AIRED TO DEAL WITH THEM)
QUARTERLY POSTING TO PUBLIC FILE REQUIRED

On this form, summarize a list of programs which were aired on your station and which were intended to deal with issues which confront the community of license of the station. The regulatory reference for this report is 73.3526 and 73.3527.

During the previous quarter, the issues listed below have been significant to our community. We ran the programs indicated to address them.

Issue: Coverage of Athletic Events Involving EUP Teams (Home and Away)
Program: Live play-by-play coverage
Date: Throughout the academic year
Time of Day: Varies by schedule
Duration: Varies by sport (football about 3 ½ hours, basketball about 1 ½ per game, etc.)
Brief description of program (Format, participants, content, etc.)
 As a service to alumni, family, community members and interested parties, many sporting events are broadcast live throughout the year. Virtually all football and men's and women's basketball games are covered, along with some wrestling matches and other sports (lacrosse, soccer, softball, volleyball) on occasion. Games are all streamed on the Internet for greater access worldwide. Video of many home games is also provided via live stream and/or on ETV.

Issue: Campus Organizations, Activities and Opportunities
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 & :60
Brief description of program (Format, participants, content, etc.)
 Most students go to college to learn. Most know, or at least soon discover, that their academic work at college is substantially different than the work they did in high school. They are expected to spend more time studying and there is a higher level of thinking demanded. But the college years are also about other kinds of learning. Often much of this other learning happens outside of the classroom. College offers students opportunities to pursue old interests and to discover new ones. Unfortunately, too many college students pass up some of the opportunities that they have in college because they are too focused on either their academic life or their party life. Many worry that getting involved in activities or organizations on campus will distract them from their academic pursuits rather than enhance their academics. In reality, it is often quite the opposite and getting involved in campus organizations and activities can provide several benefits. It can make college fun and give students opportunities to meet all kinds of new people, expanding their horizons and building their resumes in the process. Students may discover new interests, leadership skills, or find ways to make a difference on campus or in the community. For these reasons, we provide PSAs for as many campus clubs and organizations as possible. These rotate throughout the day to encourage and inform students of opportunities for involvement during their college years. Current spots on-air highlight the University Programming Board (UPB), Study Abroad Educational Opportunities, Student Government Association (SGA), Public Relations Student Society of America (PRSSA), Professional Clubs & Organizations, the Honors Program, Campus Outdoor Recreational Experience (CORE), Club Sports, Boro Sync, the Academic Success Center, Art Galleries, Applied Communicators of Edinboro (ACE), Charity groups on campus, Athletic teams on campus, and the Center for Branding and Strategic Communication, part of the NWPA Innovation Beehive Network, a collaborative initiative between Edinboro, Penn State Behrend, Gannon University and Mercyhurst University that focuses on facilitating new business development in Northwest Pennsylvania.

Issue: Fundraiser for the Ryan Cappelletty Scholarship Fund
Program: Live broadcast (and subsequent re-airings) of “A Celtic Holiday Celebration” with Pittsburgh’s “Singing Detective” Ricky Manning

Date: 12/8 (live); 12/23, 12/24, 12/25, 12/31 (recorded)
Time of Day: 12/8 (6-7:30 p.m.); 12/23 (10 a.m.), 12/24 (5 p.m.), 12/25 (2 p.m.), 12/31 (7 p.m.)
Duration: 95 minutes

Brief description of program (Format, participants, content, etc.)

Ricky Manning is a sergeant detective with the Allegheny County Sheriff's Department who was first brought to the stage for the 2011 Pittsburgh Symphony Orchestra's Highmark Holiday Pops concert under the direction of then conductor Marvin Hamlisch. Known as Pittsburgh's "Singing Detective," Manning sang the national anthem at Heinz Field for the Pittsburgh Steelers game against the San Diego Chargers just a week before his Edinboro performance. The holiday concert event served as a benefit for the Ryan Cappelletty Scholarship Fund. Cappelletty was an Edinboro University criminal justice graduate who was shot and killed in the line of duty during his first year as a police officer in Chesterfield County, Va. Several officers from the Chesterfield County Police Department attended and were recognized for their service with other first responders who were present at the event. A current Edinboro student who was assisted by Chesterfield County first responders as a survivor of a domestic violence shooting that cost him his leg in 2012 spoke for a few minutes before yielding the stage to Manning. Contributions for the scholarship fund were accepted at the live event, and instructions were provided on each of the re-airings for anyone wishing to make an additional contribution.

Issue: Adopting from Foster Care
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 announcements

Brief description of program (Format, participants, content, etc.)

Children and teens enter foster care through no fault of their own, because they have been abused, neglected, or abandoned and are unable to continue living safely with their families. According to the most recent federal data, there are currently more than 400,000 children in foster care in the United States. They range in age from infants to 21 years old (in some states). The average age of a child in foster care is more than 8 years old, and there are slightly more boys than girls. Children and youth enter foster care because they have been abused, neglected, or abandoned by their parents or guardians. All of these children have experienced loss and some form of trauma. In other ways, foster children are no different from children who aren't in foster care: they are learning and growing, like to play and hang out with friends their age, and need the love and stability a permanent home provides.

Issue: American Farmers Grow
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

America's Farmers Grow Ag Leaders, sponsored by the Monsanto Fund, is giving students pursuing ag- related degrees the chance to earn a \$1,500 college scholarship. Grow Ag Leaders scholarships are administered by the National FFA Organization as part of the National FFA Scholarship Program.

Issue: Animal Care
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 announcements

Brief description of program (Format, participants, content, etc.)

American Humane is committed to ensuring the safety, welfare and well-being of animals. For more than a hundred years American Humane has been first in promoting the welfare and safety of animals and strengthening the bond between animals

and people. They are first to serve, wherever animals are in need of rescue, shelter, protection or security. Through their innovative leadership initiatives – from the “No Animals Were Harmed®” program in Hollywood to broad-based farm and conservation animal welfare certifications, to rapid response rescue and care across the country – American Humane sets the gold standard as the most visionary and effective animal welfare organization in the nation.

Issue: Asthma
Program: PSA’s
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 announcements

Brief description of program (Format, participants, content, etc.)

EPA's coordinated approach on asthma promotes scientific understanding of environmental asthma triggers and ways to manage asthma in community settings through research, education and outreach. With federal, state and local partners, they are building the nation's capacity to control asthma and manage exposure to indoor and outdoor pollutants linked to asthma.

Issue: Autism Awareness
Program: PSA’s
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

Autism is one of the fastest-growing serious developmental disorders in the United States, doubling in prevalence in just one decade. For children with autism, everyday things can be upsetting, such as a change in routine, direct eye contact with others, loud noises or bright light. Told from the perspective of a child, new PSAs take audiences through an imaginative world to illustrate the signs of autism, and encourage parents to learn all of the signs at AutismSpeaks.org/signs.

Issue: Breast Cancer
Program: PSA’s
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :60 announcements

Brief description of program (Format, participants, content, etc.)

Black women in America are dying of breast cancer at unacceptable rates – about 40% higher than white women. Black women are more likely to be diagnosed younger and also more likely to be diagnosed at later stages with more aggressive forms of the disease. The Ad Council is working with Susan G. Komen to educate and inspire black women to understand their risk and engage with information and tools that can ultimately promote early detection. Drawing on the audience insight of sisterhood, the campaign, “Know Your Girls™,” empowers each woman to treat her breasts with the same love and attentiveness she does her closest girlfriends. The PSAs drive to KnowYourGirls.org, where women can access information and tools to help them learn their breast cancer risk and family health history, and have an informed conversation with their doctor.

Issue: Buzzed Driving Prevention
Program: PSA’s
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 and :60 announcements

Brief description of program (Format, participants, content, etc.)

Every 51 minutes, someone is killed in an alcohol-related car accident. That's why there has been a focus on drunk driving prevention since 1983, with the now-classic "Friends Don't Let Friends Drive Drunk" campaign. Since that campaign's launch, nearly 70 percent of Americans have tried to stop someone from driving after drinking. Alcohol-related driving deaths reached an all-time low in 1998—but then began steadily increasing again. The Ad Council recognized the need for a new approach, so in 2005 they refreshed the classic campaign with a new message: "Buzzed Driving is Drunk Driving." The campaign's current strategy, released in early 2017, prompts viewers to examine their own warning signs of impairment and take responsibility for their decisions behind the wheel. The tagline "Probably Okay isn't Okay" plants a seed of doubt and reminds drivers to find a safe way home if they've been drinking. This longstanding campaign has made a significant impact: between 2005 and 2013, the percentage of young men who said they would always get a ride, taxi, or use public transport rather than drive if they felt buzzed increased from 38 percent to 49 percent.

Issue: Cancer Research and Treatments

Program: PSA's

Date: 10/1 – 12/31/18

Time of Day: ROS

Duration: :30 and :60 announcements

Brief description of program (Format, participants, content, etc.)

Stand Up To Cancer (SU2C) funds and develops the newest and most promising cancer treatments to help patients today. SU2C dramatically accelerates the rate of new discoveries by connecting top scientists in unprecedented collaborations to create breakthroughs. SU2C innovations lead to better cancer prevention, diagnosis, and treatment, which means that we can help save lives now.

Issue: Caregiver Assistance

Program: PSA's

Date: 10/1 – 12/31/18

Time of Day: ROS

Duration: :30 and :60 announcements

Brief description of program (Format, participants, content, etc.)

Family support is critical to the care needed for older adults as they age, but often comes at substantial costs to those providing the care and to their families. According to the "Caregiving in the U.S." report, in 2009, there were roughly 40 million caregivers in the U.S., providing an estimated \$450 billion worth of unpaid care to aging relatives and friends. A popular misconception is that caregivers are paid medical professionals, when in reality, most caregivers are family members or friends who are also working and managing their own families at the same time. For many, the caregiving role starts with simple things like scheduling a doctor's visit, but gradually expands until it becomes a major commitment in their lives. In recognition of the essential role caregivers play, the PSAs depict the circle of life and how roles change often without us even noticing.

Issue: Child Passenger Safety

Program: PSA's

Date: 10/1 – 12/31/18

Time of Day: ROS

Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

One of the 15 greatest achievements in child injury prevention has been in child passenger safety. New babies are born every day and as kids grow their safety needs change. Parents and caregivers need to pay attention to those changes for at least age 13 when a child can correctly wear an adult seat belt. Road injuries are the leading cause of unintentional deaths to children in the United States. However, when installed and used correctly, child safety seats decrease the risk of fatal injury by 71 percent among infants, 5 percent among toddlers and 45 percent among children ages 4 – 8. Children should ride in a vehicle back seat until they are 13 years old.

Issue: Child Protection and Care
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

Save the Children believes every child deserves a future. In the United States and around the world, they give children a healthy start in life, the opportunity to learn and protection from harm. They do whatever it takes for children – every day and in times of crisis – transforming their lives and the future we share. They help children in 120 countries, including the United States, working with Save the Children members worldwide. They put children first - giving them what they need to grow up happy and healthy.

Issue: Childhood Cancer
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 announcements

Brief description of program (Format, participants, content, etc.)

Alex's Lemonade Stand Foundation (ALSF) is a national childhood cancer foundation dedicated to raising funds for research into new treatments and cures for all children battling cancer. Their mission is to change the lives of children with cancer through funding impactful research, raising awareness, supporting families, and empowering everyone to help cure childhood cancer.

Issue: Colorectal Cancer Screening
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

Colorectal cancer almost always develops from precancerous polyps (abnormal growths) in the colon or rectum. Screening tests can find precancerous polyps, so that they can be removed before they turn into cancer. Screening tests can also find colorectal cancer early, when treatment works best. Regular screening, beginning at age 50, is the key to preventing colorectal cancer.

Issue: Community Engagement
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

United Way is committed to advancing the common good. Through the work and support of the nearly 1,200 local United Ways across the country, United Way is creating opportunities for a better life for everyone. United Way doesn't just donate or make quick fixes; they work with local communities to figure out what a place needs and helps to create real change. This campaign seeks to motivate and inspire people to get engaged and partner with United Way in their efforts to address education, income, and health challenges in local communities to create real, lasting change. The PSAs encourage viewers to go to **UnitedWay.org** to find out how they can help make a difference in their own community and learn about the impact United Way has had on communities across the country.

Issue: Credit Card Debt

Program: PSA's

Date: 10/1 – 12/31/18

Time of Day: ROS

Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

The National Foundation for Credit Counseling® (NFCC®), founded in 1951, is the nation's largest and longest-serving nonprofit financial counseling organization. The NFCC's mission is to promote the national agenda for financially responsible behavior, and build capacity for its members to deliver the highest-quality financial education and counseling services. You may owe money. You may be in over your head. Sometimes it's the result of medical expenses or unemployment. Sometimes it's poor money management. NFCC Certified Credit and Debt Counselors work with you to determine the best options for getting relief from the financial pressure you are experiencing. They do this by: reviewing your credit report, which is the first step toward stabilizing your situation; offering solutions to your current financial problems; advising you on how to manage your debt; and developing a personalized plan to help you prevent future difficulties.

Issue: Crime Prevention

Program: PSA's

Date: 10/1 – 12/31/18

Time of Day: ROS

Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

The National Crime Prevention Council's mission is to be the nation's leader in helping people keep themselves, their families, and their communities safe from crime. To achieve this, NCPC produces tools that communities can use to learn crime prevention strategies, engage community members, and coordinate with local agencies.

Issue: Cyber Bullying

Program: PSA's

Date: 10/1 – 12/31/18

Time of Day: ROS

Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

Cyber bullying. It's very real and happening every day, everywhere. Think because you can't see someone's face that they are actually faceless? They aren't. Think before you type and that there are real people behind the screen, with real feelings. Join the movement; stop cyber bullying. Be kind online. It's as simple as that.

Issue: Cyber Security (Military)

Program: PSA's

Date: 10/1 – 12/31/18

Time of Day: ROS

Duration: :30 announcements

Brief description of program (Format, participants, content, etc.)

As technology grows ever more sophisticated, the Military must stay on top of its cybersecurity as well as the threats that inevitably come into this domain. Cyber Officers lead, plan and direct both defensive and offensive cyberspace maneuvers. They neutralize threats and protect data and networks against cyber attacks. Specialty areas include cybersecurity and cyber warfare.

Issue: Dental Care for the Underprivileged
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 & :60 announcements
Brief description of program (Format, participants, content, etc.)
The Dental Lifeline Network is a national nonprofit organization, founded in 1974, that provides access to dental care and education for people who cannot afford it and have a permanent disability or who are elderly (age 65 or older) or who are medically fragile

Issue: Discovering Nature
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 & :60 announcements
Brief description of program (Format, participants, content, etc.)
Spending time outdoors gives kids a chance to move, explore and engage in unstructured and adventurous play. They 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. "Discovering Nature" PSAs remind parents and caregivers that families don't have to go far to find greenways, parks, preserves and other outdoor destinations. By visiting DiscoverTheForest.org, they can learn where to connect with nature right in their own neighborhoods.

Issue: Drug Abuse
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 announcements
Brief description of program (Format, participants, content, etc.)
The Partnership for Drug-Free Kids is committed to helping families struggling with their son or daughter's substance use. They empower families with information, support and guidance to get the help their loved one needs and deserves. And they advocate for greater understanding and more effective programs to treat the disease of addiction.

Issue: Drunk Driving Prevention
Program: TEAM Coalition PSAs
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30
Brief description of program (Format, participants, content, etc.)
TEAM Coalition is an alliance of professional and collegiate sports, entertainment facilities, concessionaires, stadium service providers, the beer industry, distillers, broadcasters, governmental traffic safety experts, and others working together to promote responsible drinking and positive fan behavior at sports and entertainment facilities. Our members are united by a shared mission to enhance the entertainment experience, provide effective alcohol management training in public assembly facilities and promote responsible alcohol consumption through the use of positive messages that reward responsible behavior and help to reduce negative alcohol-related incidents both in facilities and on surrounding roadways, recognizing that the vast majority of fans are responsible.

Issue: Drunk Driving Prevention

Program: RADD PSAs
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30

Brief description of program (Format, participants, content, etc.)

RADD is an internationally recognized non-profit organization that empowers celebrities and media partners to create positive attitudes about road safety. Founded in 1986, RADD advocates the use of designated drivers, seatbelts and safe driving through control behind the wheel, making responsible behavior the norm. RADD's messages are non-judgmental, hip and positive. The station airs spots from rock music figures to discourage drunk driving and irresponsible behaviors.

Issue: Edinboro Athletics
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :60 announcements

Brief description of program (Format, participants, content, etc.)

Edinboro University hosts a number of sports teams, including Men's and Women's Cross Country, Football, Women's Soccer, Men's & Women's Tennis, Women's Volleyball, Men's & Women's Basketball and Women's Lacrosse. Student and community support is important to the success of the university's athletic endeavors and our spots remind listeners of the many opportunities they have to enjoy games in person or live broadcasts of many events through campus media.

Issue: Experiencing our National Parks
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 announcements

Brief description of program (Format, participants, content, etc.)

Find Your Park is a collaboration between the National Park Foundation and the National Park Service, designed to encourage people to find their personal connections to our national parks. Through innovative search and curated experiences, people from all walks of life can find their own park on our website. In the parks, our partners work together to create immersive experiences for people from all walks of life, from volunteer and clean-up activities to children's programs and ranger-led tours. Find Your Park encourages each and every one of us to get up, get out there and find our own park. For all inquiries concerning FindYourPark.com, please contact us at info@findyourpark.com (link sends e-mail).

Issue: Fatherhood Involvement
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 announcements

Brief description of program (Format, participants, content, etc.)

How times have changed for America's families! The good news: 86 percent of dads today spend more time with their children than their own dads did with them. The better news: 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, responsible role in their children's lives. New PSAs will direct them to visit **Fatherhood.gov** or call **1-877-4DAD411** for parenting tips, fatherhood programs, and other resources. Share this timeless message with all the dads and prospective dads in your community.

Issue: Freedom of Speech
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 announcements

Brief description of program (Format, participants, content, etc.)
One of the founding principles of the United States that Americans cherish is the right to freedom of speech. Enshrined in the First Amendment to the Constitution, freedom of speech grants all Americans the liberty to criticize the government and speak their minds without fear of being censored or persecuted. These PSA's feature winning entries submitted by college students to the annual NAB Freedom of Speech Contest which highlights the importance of free speech and creatively addresses the question "What does freedom of speech mean to me?"

Issue: Gambling
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 announcements

Brief description of program (Format, participants, content, etc.)
Gamblers Anonymous is a fellowship of men and women who share their experience, strength and hope with each other that they may solve their common problem and help others to recover from a gambling problem. The only requirement for membership is a desire to stop gambling. There are no dues or fees for Gamblers Anonymous membership; they are self-supporting through their own contributions. Gamblers Anonymous is not allied with any sect, denomination, politics, organization or institution; does not wish to engage in any controversy; neither endorses nor opposes any cause. Their primary purpose is to stop gambling and to help other compulsive gamblers do the same.

Issue: Helping Seniors with Insurance Policies and Financial Pland
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)
Award-winning actress Rita Moreno partnered with the National Association of Insurance Commissioners (NAIC) to encourage seniors to get smart about their insurance policies and financial plans. Rita hopes her life motto of "keep moving" inspires families to make smart insurance and retirement planning decisions together. For unbiased tips and tools to help consumers understand their insurance options, visit www.insureuonline.org. Consumers who need insurance information specific to where they live can contact their state insurance commissioner.

Issue: High Blood Pressure
Program: PSA's
Date: 10/1 – 10/18/18
Time of Day: ROS
Duration: :30 announcements

Brief description of program (Format, participants, content, etc.)
Nearly half of all American adults have high blood pressure, and an alarming number don't have it under control. Uncontrolled high blood pressure can lead to heart failure, heart attack, stroke, vision loss, kidney disease, and even death. However, people with high blood pressure can create a treatment plan with their doctor that can help reduce their risk for heart attack, stroke, and other related health issues. While most people know their blood pressure numbers, many don't follow their HBP plan because they feel fine and don't notice any symptoms. Their numbers are not tangible or

urgent. These PSAs highlight that while most people know their blood pressure numbers, many don't follow their HBP plan because they feel fine, face real barriers, and don't fully understand the urgency of taking action. The campaign encourages people to talk with their doctor to create or evolve a treatment plan, and visit LowerYourHBP.org to learn more about high blood pressure.

Issue: Hunger Prevention

Program: PSA's

Date: 10/1 – 12/31/18

Time of Day: ROS

Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

The Ad Council's Hunger Prevention campaign works to solve America's hunger issue, one that disproportionately impacts children. Yet a solution is within reach. Every year, more than 70 billion pounds of surplus food go to waste—food that could nourish the 16 million children who face hunger in the United States. Since 2008, the Ad Council has teamed with Feeding America to bring attention to this issue— and the dedicated people working to end it. New television PSAs featuring Scarlett Johansson and Jeremy Renner call for Americans to help children facing hunger by supporting the Feeding America nationwide network of food banks. By playing these powerful public service advertisements (PSAs), you can help direct viewers to **FeedingAmerica.org** where they can learn how to get involved with Feeding America and their local food bank in an effort to help solve hunger in America.

Issue: Hunger Prevention for Children

Program: PSA's

Date: 10/1 – 12/31/18

Time of Day: ROS

Duration: :30 announcements

Brief description of program (Format, participants, content, etc.)

Blessings in a Backpack mobilizes communities, individuals, and resources to provide food on the weekends for elementary school children across America who might otherwise go hungry. There are more than 16.2 -million children in this country who are at risk of hunger. The consequences of hunger are much more than a growling stomach. Poor nutrition can result in a weaker immune system, increased hospitalization, lower IQ, shorter attention spans, and lower academic achievement. Children are fed during the school week by federal government programs, but they want to make sure they're getting nutritional meals over the weekend, too. \$100 feeds one child on the weekends for one 38-week school year through the Blessings in a Backpack program. The Results: Nourished Kids Ready to Learn.

Issue: Hunger Prevention for Children

Program: PSA's

Date: 10/1 – 12/31/18

Time of Day: ROS

Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

Hunger Is, a joint charitable program of the Albertsons Companies Foundation and the Entertainment Industry Foundation (EIF), is designed to build awareness and raise funds in an effort to eradicate childhood hunger in America. Funds raised through Hunger Is directly benefit programs focused on combating childhood hunger and improving health-related outcomes.

Issue: Hunger Prevention for Seniors Through Meals on Wheels

Program: PSA's

Date: 10/1 – 12/31/18

Time of Day: ROS

Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

When you bring someone a meal, you show that you care. And, for the more than 2.4 million seniors who depend on Meals on Wheels each year, a quick chat and a warm hello can make all the difference in the world. More than 2 million dedicated volunteers make up the backbone of Meals on Wheels, a national, community-based network committed to seniors' health, safety and well-being. Together, this network delivers 1 million meals to seniors in need each day. They also provide important safety checks – and make meaningful connections with seniors in their communities. 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 for new volunteers. Help to inspire the next round of volunteers by supporting these PSAs.

Issue: Insurance Crime and Fraud

Program: PSA's

Date: 10/1 – 12/31/18

Time of Day: ROS

Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

The National Insurance Crime Bureau (NICB) is a not-for-profit organization that receives support from nearly 1,100 property and casualty insurance companies and self-insured organizations. The NICB partners with insurers and law enforcement agencies to facilitate the identification, detection and prosecution of insurance criminals. The vision of the NICB is to be the preeminent organization fighting insurance fraud and crime.

Issue: Job Training & Employment

Program: PSA's

Date: 10/1 – 12/31/18

Time of Day: ROS

Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

Today, 8.9 million Americans are out of work. And nearly 15 percent of the workforce is underemployed—which includes part-time workers who would prefer full-time employment. Through 162 local, independent headquarters, Goodwill provides employment training, job placement and other community-based services (such as financial education and youth mentoring) nationwide. In 2016, more than 313,000 people in the United States and Canada connected with jobs or earned employment using Goodwill organizations' career services programs, and more than 34 million people used computers and mobile devices to access education, training, mentoring and online learning services offered by Goodwill organizations to strengthen their skills. Goodwill sells donated goods through 3,200 retail stores across the U.S. and Canada and online at shopgoodwill.com. Goodwill channels more than 87% of sales revenue from donated goods to provide job training, employment placement services, and other programs. In an effort to encourage donations and increase revenue, the Ad Council teamed up with Goodwill to show audiences how donations of clothing and household items can support job growth in their communities.

Issue: Keeping Children Safe Worldwide

Program: PSA's

Date: 10/1 – 12/31/18

Time of Day: ROS

Duration: :30 announcements

Brief description of program (Format, participants, content, etc.)

Safe Kids Worldwide is a nonprofit organization working to help families and communities keep kids safe from injuries. Most people are surprised to learn preventable injuries are the #1 killer of kids in the United States. Throughout the world, almost one million children die of an injury each year, and almost every one of these tragedies is preventable. Safe Kids

works with an extensive network of more than 400 coalitions in the United States and with partners in more than 30 countries to reduce traffic injuries, drownings, falls, burns, poisonings and more. Since 1988, Safe Kids has helped reduce the U.S. childhood death rate from unintentional injury by 60 percent. Losing one child is one too many, and they don't want any parent to have to endure the loss of a child. They're calling on everyone to come together, to raise awareness and to get involved. Saving lives is a decision we can all make every day.

Issue: Leukemia & Lymphoma Prevention and Treatment

Program: PSA's

Date: 10/1 – 12/31/18

Time of Day: ROS

Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

The Leukemia & Lymphoma Society (LLS) is the largest voluntary health organization dedicated to funding research, finding cures and ensuring access to treatments for blood cancer patients. Since 1949 LLS has been on the forefront of blood cancer advances such as chemotherapies and stem cell transplantation leading the way to the targeted therapies and immunotherapies that are saving thousands of lives today. LLS is changing the landscape of cancer with more than 300 active research projects that explore different avenues of new and adventurous research; ones with promise and ones that will save lives not someday, but today. Whenever we talk about cancer, we always use the same word. Someday. Someday there will be a cure. Someday we won't lose the people we love. But when is someday? With LLS's research partnerships and collaborations with pharmaceutical and biotechnology companies, patients support services and advocates working for blood cancer patients everywhere, someday is today.

Issue: Lung Cancer Screening

Program: PSA's

Date: 10/1 – 12/31/18

Time of Day: ROS

Duration: 60 announcements

Brief description of program (Format, participants, content, etc.)

The American Lung Association's LUNG FORCE initiative has partnered with the Ad Council to launch the first national public service advertising (PSA) campaign to educate Americans that this potentially lifesaving low-dose CT scan can detect lung cancer in the early stages, before symptoms arise, when the disease is more curable. The goal is to help raise awareness of the benefits of early detection and drive high-risk individuals to take the lung cancer eligibility quiz at SavedByTheScan.org.

Issue: Mercy Ships

Program: PSA's

Date: 10/1 – 12/31/18

Time of Day: ROS

Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

Nearly five billion people lack access to safe, timely, and affordable surgery. Mercy Ships addresses this staggering statistic by bringing a floating, state of the art hospital ship to areas where adequate healthcare is limited. For nearly 40 years Mercy Ships has been bringing hope and healing to those in need—providing surgeries to repair twisted limbs, restore sight, remove dangerous tumors, and change the lives of many hurting children and adults all FREE of charge. Mercy Ships' dedicated doctors, nurses, and medical crew are all volunteers. These compassionate, professional men and women donate months and even years of their time, talents, and love to suffering people who need their care. Thank you for using the included PSAs in your programming to dramatically tell the story of the life-transforming work of Mercy Ships. By doing so, you will be helping raise awareness of both, the need, and the solution that Mercy Ships helps to bring to those waiting for help.

Issue: Military Families
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 & :60 announcements
Brief description of program (Format, participants, content, etc.)
The Real Warriors Campaign encourages help-seeking behavior among service members, veterans and military families coping with invisible wounds. The Psychological Health Center of Excellence (PHCoE) oversees the Real Warriors Campaign and mission as part of the Defense Department's overall effort to promote a culture of support for psychological health. PHCoE's mission is to improve the lives of our nation's service members, veterans and families by advancing excellence in psychological health care and prevention of psychological health disorders. PHCoE collaborates across the Defense Department, Department of Veterans Affairs and other agencies to provide leadership and expertise, inform policy, and drive improvements in psychological health outcomes.

Issue: Multiple Sclerosis
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 & :60 announcements
Brief description of program (Format, participants, content, etc.)
The National Multiple Sclerosis Society's public service awareness campaign, Together We Are Stronger, features people impacted by MS and how their fierce resolve has developed solutions that unite us and make us stronger than MS. This inspiring campaign engages people across the country to raise awareness, and share experiences and solutions to live their best lives.

Issue: Opioid Abuse
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 & :60 announcements
Brief description of program (Format, participants, content, etc.)
Numerous studies and alarming data have exposed the addictive dangers and devastating consequences of opioid misuse. In fact, the United States is in the midst of an opioid epidemic, with millions of people dependent on or addicted to prescription painkillers such as codeine, morphine, oxycodone, tramadol, hydrocodone or oxycodone. A 2016 Washington Post/Kaiser Family Foundation survey found that one in three (34 percent) patients who recently took opioids for at least two months report being addicted or dependent. To highlight the potential dangers of opioids, the American Academy of Orthopaedic Surgeons created a multimedia public service campaign, urging doctors and patients to exercise caution in prescribing and taking opioids. The radio PSAs emphasize the importance of moderation in prescribing opioids. Both radio ads feature a patient asking for additional prescription painkillers to combat knee pain. Her orthopaedic surgeon responds: "We're being very careful with prescription painkillers. Let's continue with therapy and off-the-shelf anti-inflammatories for now."

Issue: Oral Cancer
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 & :60 announcements
Brief description of program (Format, participants, content, etc.)

Oral and pharyngeal cancer (cancer of the mouth and upper throat) collectively kills nearly one person every hour of every day of the year. Of the people newly diagnosed with these cancers, only about 60% will live longer than 5 years. Moreover, many who do survive suffer long-term problems such as severe facial disfigurement or difficulties eating and speaking. The death rate associated with oral and pharyngeal cancers remains particularly high due to the cancer being routinely discovered late in its development. Because OMSs are unique within dentistry in their ability to diagnose and treat these conditions, AAOMS supports and encourages members to participate in the two oral cancer observances during April. The Oral Cancer Foundation supports Oral Cancer Awareness Month and encourages dental and medical professionals to conduct free oral cancer screenings nationwide throughout the month, and the Head and Neck Cancer Alliance has designated April 8-15 as Oral Head and Neck Cancer Awareness Week (OHANCAW).

Issue: Organ Donations

Program: PSA's

Date: 10/1 – 9/28/18

Time of Day: ROS

Duration: :30 announcements

Brief description of program (Format, participants, content, etc.)

MatchingDonors is a 501c3 nonprofit organization, and the nation's largest living organ donor organization finding and registering living organ donors for people needing organ transplants in the United States. Currently, 22 people die every day waiting on the government's deceased donor list. Those that live to get a transplant from that list wait 7 to 12 years for their organ. In addition, there are over 250 people that die every day waiting for an organ transplant that are not on the government's waiting list because they are too old or too sick. MatchingDonors is doing everything it can to stop that by providing a forum for all people in need of lifesaving transplants to match with living, altruistic donors. Many patients receive their kidney transplant within only six months of registering on MatchingDonors.com.

Issue: Participation in High School Athletics and Performing Arts Activities

Program: PSA's

Date: 10/1 – 12/31/18

Time of Day: ROS

Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

The National Federation of State High School Associations (NFHS) and the PIAA champion interscholastic sports and performing arts activities because they promote citizenship and sportsmanship in the 11 million students who participate nationwide. Activity programs instill a sense of pride in school and community, teach lifelong lessons and skills of teamwork and self-discipline and facilitate the physical and emotional development of the nation's youth.

Issue: Pathways to Employment

Program: PSA's

Date: 10/1 – 12/31/18

Time of Day: ROS

Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

The average time a resume spends on an HR manager's desk is seven seconds, and candidates are often immediately dismissed if they don't yet possess typical professional credentials. However, a traditional resume isn't necessarily what it takes to be an incredible employee. Currently, an Opportunity Divide exists in the United States. There are more than 4 million job vacancies across the country yet there are nearly 6 million young people between the ages 16-24 in the U.S. who are out of school and work. This campaign encourages hiring managers to look beyond the traditional resume and consider alternate talent pipelines of Opportunity Youth. Opportunity Youth are a motivated, resilient pool of untapped talent who will be unstoppable in their jobs like they're unstoppable in life. Hiring managers can discover new ways to develop great talent and build a more diverse workforce at GradsOfLife.org.

Issue: Pest Management
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 announcements
Brief description of program (Format, participants, content, etc.)
Since 1933, the National Pest Management Association (NPMA) has represented the interests of its members and the structural pest control industry's commitment to the protection of public health, food and property. Through the efforts of NPMA, the pest control industry is stronger, more professional, and more unified. The NPMA has guided its members and the pest control industry through the creation of verifiable training, the changing technologies used by the industry, and public and media relations.

Issue: Poverty
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 & :60 announcements
Brief description of program (Format, participants, content, etc.)
AmeriCorps VISTA (Volunteers In Service To America) taps the skills, talents, and passion of more than 8,000 Americans annually to support community efforts to overcome poverty. The program's nationwide corps of AmeriCorps VISTA members commits full-time for a year at nonprofit organizations or local government agencies to build the capacity of these organizations to carry out programs that tackle poverty. AmeriCorps VISTAs recruit and manage community volunteers, raise funds, and help manage projects. These members support programs that improve literacy, expand job opportunities, develop financial assets, reduce homelessness, and improve health services. They also support programs that increase housing opportunities, increase economic opportunities for low-income veterans and military families, and expand access to technology for those living in rural and urban areas of poverty across America.

Issue: Preventing Falls for the Elderly
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 & :60 announcements
Brief description of program (Format, participants, content, etc.)
Each year, millions of older people—those 65 and older—fall. In fact, more than one out of four older people falls each year, but less than half tell their doctor. Falling once doubles your chances of falling again. Many falls do not cause injuries. But one out of five falls does cause a serious injury such as a broken bone or a head injury. These injuries can make it hard for a person to get around, do everyday activities, or live on their own. Falls can cause broken bones, like wrist, arm, ankle, and hip fractures. Falls can cause head injuries. These can be very serious, especially if the person is taking certain medicines (like blood thinners). An older person who falls and hits their head should see their doctor right away to make sure they don't have a brain injury. Many people who fall, even if they're not injured, become afraid of falling. This fear may cause a person to cut down on their everyday activities. When a person is less active, they become weaker and this increases their chances of falling. Research has identified many conditions (risk factors) that contribute to falling. Many risk factors can be changed or modified to help prevent falls. These include: 1) Talk to your doctor; 2) Do strength and balance exercises; 3) Have your eyes checked, and; 4) Make your home safer.

Issue: Protecting Trees From Asian Longhorned Beetles
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS

Duration: :60 announcements

Brief description of program (Format, participants, content, etc.)

The Asian longhorned beetle, or ALB, is an invasive insect that feeds on a wide variety of trees in the United States, eventually killing them. The beetle is native to China and the Korean Peninsula and is in the wood-boring beetle family Cerambycidae. Adult beetles are large, distinctive-looking insects measuring 1 to 1.5 inches in length with long antennae. Their bodies are black with small white spots, and their antennae are banded in black and white. Checking your trees regularly for this insect and looking for the damage it causes and reporting any sightings can help prevent the spread of the beetle.

Issue: Recreational Boating and Fishing

Program: PSA's

Date: 10/1 – 12/31/18

Time of Day: ROS

Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

RBFF is a nonprofit organization whose mission is to increase participation in recreational angling and boating, thereby protecting and restoring the nation's aquatic natural resources.

Issue: Recycling

Program: PSA's

Date: 10/1 – 12/31/18

Time of Day: ROS

Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

When we recycle, we give garbage another life. Shampoo bottles transform into hairbrushes. Body wash bottles become toothbrushes. Toilet paper rolls turn into tissue boxes. Today, curbside recycling programs exist in 63% of American communities—making it more possible than ever to give new life to the products we use. Even so, only about a third of the 1,600 pounds of garbage every American generates each year gets recycled or composted. Don't let litter linger in landfills when it still has more to give! Motivate your community to learn more about what they can recycle—including bathroom and other personal care products—and to make recycling an everyday habit. Think what we could create if we all worked together to turn more trash into treasure.

Issue: Reducing Food Waste

Program: PSA's

Date: 10/1 – 10/20/18

Time of Day: ROS

Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

While food plays a key role in shaping our identities and it is highly celebrated in American society, each year 40 percent of food in the United States goes to waste, translating to \$162 billion lost and wasted water, energy, fertilizers, cropland, and production costs. Most Americans don't realize how much food they toss out each year—an average of 1,000 pounds per family of four, resulting in \$1,500 lost. New PSAs encourage Americans to "Save The Food" by showcasing the wondrous life cycle of food and the loss of resources when it goes unconsumed. All PSAs drive to the campaign's website SaveTheFood.com where Americans can learn how simple lifestyle changes like making shopping lists, freezing food and using leftovers can help "Save the Food" and significantly reduce the 20 pounds of food individuals throw away each month.

Issue: Runaway Prevention

Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 announcements

Brief description of program (Format, participants, content, etc.)

Homelessness is a major social concern in the United States, and youth may be the age group most at risk of becoming homeless. The number of youth who have experienced homelessness varies depending on the age range, timeframe, and definition used, but sources estimate that between 500,000 and 2.8 million youth are homeless within the United States each year. Youth run away or are homeless for a range of reasons, but involvement in the juvenile justice or child welfare systems, abuse, neglect, abandonment, and severe family conflict have all been found to be associated with youth becoming homeless. These youth are vulnerable to a range of negative experiences including exploitation and victimization. Runaway and homeless youth have high rates of involvement in the juvenile justice system, are more likely to engage in substance use and delinquent behavior, be teenage parents, drop out of school, suffer from sexually transmitted diseases, and meet the criteria for mental illness. Providing timely and direct interventions to homeless and runaway youth is important to protect them from the risks of living on the streets and to support positive youth development.

Issue: Saving Babies' Lives
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

Funding and empowering innovative research and programs is at the center of R Baby's mission and successful results. We support and partner with the leading pediatric specialists, hospitals and emergency departments. From training and physician resources to education and research, our grants are saving lives. R Baby Foundation was born in 2006 to fill a unique need—helping save babies' lives by organizing and funding efforts to improve the outcomes of emergency medical care. From our initial focus on helping newborn babies with often misdiagnosed viral infections and other infectious diseases, we have expanded our mission to help raise the standards of emergency pediatric care for all infants and children, supporting education, research, treatment, training and life-saving equipment. Our grants impact hospitals throughout the United States and beyond its borders and improve the care of over 1 million babies and children each year.

Issue: Senior Volunteer Opportunities
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

Senior Corps provides service opportunities for Americans 55 and over by connecting you with the people and organizations that need you most. They offer three national programs: Foster Grandparents, Senior Companions, and RSVP. Senior Corps programs operate in local communities in all 50 states, the District of Columbia, Puerto Rico, and the Virgin Islands.

Issue: Social Security
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

Social Security has provided financial protection for our nation's people for over 80 years. Chances are, you either receive Social Security benefits or know someone who does. With retirement, disability, and survivors benefits, Social Security is

one of the most successful anti-poverty programs in our nation's history. This campaign encourages listeners to learn more about Social Security through the website <https://www.ssa.gov>.

Issue: Stroke Awareness
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :60 announcements

Brief description of program (Format, participants, content, etc.)

Stroke is the number four killer in this country and is the leading cause of long-term disability. Immediate emergency medical treatment may greatly reduce long-term disability caused by stroke. This campaign aims to educate the public about the signs of a stroke and urge them to act quickly at the sudden onset of the signs to help prevent the devastating effects caused by stroke.

Issue: Student Loan Debt
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 announcements

Brief description of program (Format, participants, content, etc.)

Borrowing to pay for college is the easy part. Repaying the debt is much harder. It involves more than just finding the money for repayment and knowing which options are best for you. Your current budget and changes in your future earnings and responsibilities also need to be considered. This is why it helps to engage an expert for a nominal fee, who can guide you through the complexity of the various repayment plans, explain your options under each and take into account the full context of your financial circumstances. NFCC® Certified Credit Counselors are as fluent in the language of student financing as they are in all other areas of personal finance and debt management. When you engage one of these experts, your one-on-one counseling session will not only address your student debt but leave you with a comprehensive plan for managing all of your financial responsibilities.

Issue: Suicide Prevention for Veterans
Program: PSA's
Date: 10/1 – 10/20/18
Time of Day: ROS
Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

Supporting the Veteran or Service member in your life who's going through a difficult time doesn't have to be complicated. We can all play a role in preventing suicide. Join the U.S. Departments of Veterans Affairs (VA) and Defense in spreading the word that preventing suicide starts with this simple act: Be There. Helping someone feel included and supported can make a big difference during a challenging time. Small acts — calling an old friend, checking in on a neighbor, or inviting a colleague on a walk — are all thoughtful ways to show someone you care. Visit VeteransCrisisLine.net/SpreadTheWord to download free materials and to learn how you and your community can help prevent suicide. If you notice warning signs in yourself or a Veteran loved one, call the Veterans Crisis Line at 1-800-273-8255 and Press 1, chat online at VeteransCrisisLine.net/Chat, or text 838255 to get confidential support 24 hours a day, 7 days a week, 365 days a year.

Issue: Support for Paralyzed Veterans of America
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS

Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

Paralyzed Veterans of America, a congressionally chartered veterans service organization founded in 1946, has developed a unique expertise on a wide variety of issues involving the special needs of our members – veterans of the armed forces who have experienced spinal cord injury or dysfunction. PVA will use that expertise to be the leading advocate for: Quality health care for our members, research and education addressing spinal cord injury and dysfunction, benefits available as a result of our members’ military service, and civil rights and opportunities that maximize the independence of our members.

Issue: Support for Veterans

Program: PSA’s

Date: 10/1 – 12/31/18

Time of Day: ROS

Duration: :30 announcements

Brief description of program (Format, participants, content, etc.)

The experiences of war leave an indelible impact on our servicemen and women. As they return to civilian life, the physical, emotional and psychological challenges they face are often difficult. At the Gary Sinise Foundation, they serve our nation by honoring our defenders, veterans, first responders, their families, and those in need. They do this by creating and supporting unique programs designed to entertain, educate, inspire, strengthen, and build communities.

Issue: Support for Veterans

Program: PSA’s

Date: 10/1 – 12/31/18

Time of Day: ROS

Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

Vet Tix * provides tickets to events which reduce stress, strengthen family bonds, build life-long memories and encourage service members and veterans to stay engaged with local communities and American life. They support our troops by honoring their service and providing positive family and life experiences, during and after their years of service to our country. Vet Tix provides tickets to all branches of currently-serving Military and Veterans, including immediate family of troops KIA. Vet Tix secures tickets to sporting events, concerts, performing arts, educational and family activities across the nation. VetTixers sign up online. They verify their service. VetTixers request tickets to events that interest them, then pay a small delivery fee to receive their free tickets.

Issue: Texting and Driving Prevention

Program: PSA’s

Date: 10/1 – 12/31/18

Time of Day: ROS

Duration: :30 & :60 announcements

Brief description of program (Format, participants, content, etc.)

Although most people agree that looking at a phone while driving is distracting and can increase the chance of an accident, a lot of drivers still think "it can't happen to me." That means drivers in your community are posting, liking, commenting and browsing while they are behind the wheel even though they know it's a bad idea. In fact, 25% of teens respond to a text message once or more every time they drive. No matter how confident a person is in their driving skills, there are no special abilities that make it safe to use a phone while driving. New PSAs aim to remind young adults 16-34 that being special in all other aspects of their lives does not make them special enough to text and drive.

Issue: Trusted Coaches

Program: PSA’s

Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 announcements

Brief description of program (Format, participants, content, etc.)

The Trusted Coaches program is a comprehensive membership program that offers essential training, education and screening necessary for a youth coach via a nationwide criminal background check, first-aid training, concussion instruction and Positive Coaching Alliance Double-Goal Coach® character education course. The Trusted Coaches program is delivered exclusively online (promoting 100% compliance) and provides the opportunity for a coach to complete the program at their own pace in the comfort of their own home.

Issue: Visual Impairment
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 announcements

Brief description of program (Format, participants, content, etc.)

Guides Dogs of America provides expertly matched guide dog partners to blind and visually impaired adults from the U.S. and Canada, instruction in how to work with the dog as a team, and a lifetime of support services – all at no cost.

Issue: Water Concerns
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :60 announcements

Brief description of program (Format, participants, content, etc.)

CurrentCast is a media outreach program that highlights the importance of water stewardship in the Great Lakes and surrounding watersheds. The centerpiece of the initiative is a daily (M-F), syndicated 60-second audio program that is science-based and fact-checked for accuracy by an independent scientific review board, providing a credible, balanced look at current issues and research being done in this field. CurrentCast is produced by ChavoBart Digital Media and is a project of the Center for Transformative Action in Ithaca, NY.

Issue: Water Concerns
Program: PSA's
Date: 10/1 – 12/31/18
Time of Day: ROS
Duration: :30 announcements

Brief description of program (Format, participants, content, etc.)

Children, especially girls, have no choice. Millions of them must walk miles every day for dirty water. But together, we can end their walk...by providing clean water – close by. Instead of spending hours walking to get water that makes them sick, girls can be in a classroom that expands their minds and moms will gain back time to care for their families. Sons and daughters can grow up strong – finally free of sicknesses caused by dirty water. When you just add water you change a life. World Vision is the largest nongovernmental provider of clean water in the developing world, reaching one new person with clean water every 10 seconds.

Issue: Youth Safety
Program: PSA's
Date: 10/1 – 12/31/18

Time of Day: ROS

Duration: :60 announcements

Brief description of program (Format, participants, content, etc.)

The National Organizations for Youth Safety builds partnerships that save lives, prevent injuries, and promote safe and healthy lifestyles among all youth while encouraging youth empowerment and leadership. Working in collaboration with member organizations, the NOYS coalition maintains a strong focus on traffic safety, while also addressing other issues affecting youth safety such as injury prevention, substance abuse prevention, and violence prevention.