



## ISSUES AND PROGRAMS LIST

1ST QUARTER 2020

For period of January 1, 2020 – March 31, 2020

### DAILY PROGRAMS:

#### CURRENTCAST

*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.

DATES	TIMES	ISSUE	TOPIC
1/1/2020 through 3/31/2020	:60	Water Stewardship	Water issues affect everyone in the Great Lakes and surrounding watersheds, including environmentalists, outdoor enthusiasts, boaters, beach-goers, clean water activists, swimmers, fishermen, etc. Individual topics vary each workday, but remain centrally focused and serve to connect listeners to important news and solutions pertaining to this vital issue.

### WEEKLY PROGRAMS:

#### THE MEDIA PROJECT

*The Media Project* is an inside look at media coverage of current events with discussion and assessment provided by a mix of established broadcasters and educators. The media plays a significant role in creating and shaping public opinion and evaluating media performance is critically important in an era in which media practices have come under increasing scrutiny.

DATE	TIME	SHOW #	TOPIC
1/5/2020	30:00	1492	With WAMC's CEO Alan Chartock, Times Union Editor Rex Smith, Judy Patrick, Former Editor of the Daily Gazette and Vice President for Editorial Development for the New York Press Association, and Daily Freeman Publisher Emeritus Ira Fufeld. On this week's Media Project Alan, Rex, Judy and Ira talked about the best people on TV news, how to make newspapers relevant, how to rebuild trust in the media, and much more.
1/12/2020	30:00	1493	With WAMC's CEO Alan Chartock, Judy Patrick, Former Editor of the Daily Gazette and Vice President for Editorial Development for the New York Press Association, and Former Editor, Investigative Journalist and Professor, Rosemary Armao. On this week's Media Project Alan, Rosemary Judy and Rex talked about how local news is localizing the Iran conflict, how to get more young reporters in the newsroom, covering two big stories at once – Iran and Iraq, and much more.
1/19/2020	30:00	1494	With WAMC's CEO Alan Chartock, Judy Patrick, Former Editor of the Daily Gazette and Vice President for Editorial Development for the New York Press Association, and Former Editor, Investigative Journalist and Professor, Rosemary Armao. On this week's Media Project Alan, Rosemary Judy and Rex talked about media coverage of the Democratic Presidential debate, continuing coverage of impeachment, and much more.
1/26/2020	30:00	1495	With WAMC's CEO Alan Chartock, Judy Patrick, Former Editor of the Daily Gazette and Vice President for Editorial Development for the New York Press Association, and Former Editor, Investigative Journalist and Professor, Rosemary Armao. On this week's Media Project Alan, Judy, Rex and Rosemary talked about how the press is doing, under severe restrictions, covering the impeachment trial in

			the Senate, how American's losing faith in institutions hurts the press, a listener letter about the importance of local news coverage, and much more.
2/2/2020	30:00	1496	With WAMC's CEO Alan Chartock, Times Union Editor Rex Smith, Former Editor, Investigative Journalist and Professor, Rosemary Armao, and Daily Freeman Publisher Emeritus Ira Fusfeld. On this week's Media Project Alan, Rex, Rosemary and Ira talked about NPR's Mary Louise Kelly's interview with Secretary of State Mike Pompeo, the controversy over TMZ and the reporting of Kobe Bryant's death, whether journalists should vote in primaries, and much more.
2/9/2020	30:00	1497	With WAMC's CEO Alan Chartock, Times Union Editor-at-Large Rex Smith, Former Editor, Investigative Journalist and Professor, Rosemary Armao, and Judy Patrick, Former Editor of the Daily Gazette and Vice President for Editorial Development for the New York Press Association. On this week's Media Project Alan, Rex, Rosemary and Judy talked about a listener letter that says the press should stop publishing editorials or opinions, media coverage of the President's State of The Union Address, and much more.
2/16/2020	30:00	1498	With WAMC's CEO Alan Chartock; Times Union Editor Rex Smith; Former Editor, Investigative Journalist and Professor, Rosemary Armao; and Daily Freeman Publisher Emeritus Ira Fusfeld. On this week's Media Project Alan, Rex, Rosemary and Ira talked about Russian propaganda on Kansas City radio, people who get their political news from social media don't trust election results, and much more.
2/23/2020	30:00	1499	With WAMC's CEO Alan Chartock, Times Union Editor Rex Smith, Former Editor, Investigative Journalist and Professor, Rosemary Armao, and Judy Patrick, Former Editor of the Daily Gazette and Vice President for Editorial Development for the New York Press Association. On this week's Media Project Alan, Rex, Rosemary and Judy talked about how newsrooms are dealing with online harassment, whether reporters are appropriately framing the budget narrative, and much more.
3/1/2020	30:00	1500	With WAMC's CEO Alan Chartock, Times Union Editor Rex Smith, Barbara Lombardo, Journalism Professor at the University at Albany and former Executive Editor of The Saratogian and The (Troy) Record and Daily Freeman Publisher Emeritus Ira Fusfeld. On this week's Media Project Alan, Rex, Barbara and Ira talked about how the moderators handled the Democratic Presidential debate in South Carolina, the Trump Administration sues the New York Times, whether newspapers should endorse candidates, and much more.
3/8/2020	30:00	1501	With WAMC's CEO Alan Chartock, Former Times Union Associate Editor Mike Spain, Former Editor, Investigative Journalist and Professor, Rosemary Armao, and Judy Patrick, Former Editor of the Daily Gazette and Vice President for Editorial Development for the New York Press Association. On this week's Media Project Alan, Mike, Rosemary and Judy talked about how the media is covering the Coronavirus, how the press covered the results of Super Tuesday, what happened with Chris Matthews leaving MSNBC, and much more.
3/15/2020	30:00	1502	With WAMC's CEO Alan Chartock, Times Union Editor-at-Large Rex Smith, Barbara Lombardo, Journalism Professor at the University at Albany and former Executive Editor of The Saratogian and The (Troy) Record, and Daily Freeman Publisher Emeritus Ira Fusfeld. On this week's Media Project, Alan, Rex, Barbara and Ira talked about how the U.S. news media is covering the Coronavirus, how they will be affected by it, and how the media can best cover what is clearly one of the major stories of our lifetimes.
3/22/2020	30:00	1503	With WAMC's CEO Alan Chartock, Times Union Editor-at-Large Rex Smith, Barbara Lombardo, Journalism Professor at the University at Albany and former Executive Editor of The Saratogian and The (Troy) Record, and Judy Patrick, Former Editor of the Daily Gazette and Vice President for Editorial Development for the New York Press Association. On this week's Media Project Alan, Rex, Barbara and Judy practiced social distancing while talking about media coverage of COVID-19.
3/29/2020	30:00	1504	With WAMC's CEO Alan Chartock, Times Union Editor-at-Large Rex Smith, Judy Patrick, Former Editor of the Daily Gazette and Vice President for Editorial Development for the New York Press Association and Former Editor, Investigative Journalist and Professor, Rosemary Armao. On this week's Media Project Alan, Rex, Judy and Rosemary talked about whether or not the media should air the presidential press briefings, and much more.

## **THE BEST OF OUR KNOWLEDGE**

Every day, faculty members at schools and universities throughout the world are making discoveries that shape our ways of thinking and redefine our understanding of today's knowledge-driven society. *The Best of Our Knowledge* highlights breakthroughs across disciplines and across the globe, putting you in touch with the men and women at the forefront of their fields. Each week this program examines some of the issues unique to college campuses, looks at the latest research, and invites commentary from experts and administrators from all levels of education.

DATE	TIME	SHOW #	TOPIC
1/3/2020	30:00	1528	One of the things I love about producing this program every week is I get to meet and talk to some really fascinating people who are way smarter than I am. Today on the Best of Our Knowledge, we reintroduce you to traveling school evaluator and the director of the Mississippi Blues Trail, Nancy Brigham.
1/10/2020	30:00	1529	One of the best ways to educate yourself about a community is to read, watch or listen to their local media. But independent local media outlets are becoming scarce. Today on the Best of Our Knowledge, we present the story of the death, and possible resurrection of the Missoula Independent.
1/17/2020	30:00	1530	For the fourth time in American history, Congress has started impeachment proceedings against the president. However, this is not a new or particularly American experience. Today on the Best of Our Knowledge, we open up history class to look at the past, present and future of impeachment.
1/24/2020	30:00	1531	There are students who, due to lack of interest or ability, are just not ready for college. That can make a huge difference in their future. Today on the Best of Our Knowledge, we hear how our college years can make or break us.
1/31/2020	30:00	1532	As we head into Black History Month we hear stories about Harriet Tubman, Nat Turner and Dr. King. But there are so many other fascinating stories to tell. Today on the Best of Our Knowledge, we hear about a remarkable school for young black students in 19th Century New York City.
2/7/2020	30:00	1533	A significant number of colleges are basing their admissions on a student's grades rather than test scores. Today on the Best of Our Knowledge, we talk about a new set of answers to the GPA vs test scores question.
2/14/2020	30:00	1534	The world's coral reefs are magnificent living organisms that are teeming with all forms of sea life. Today on The Best of Our Knowledge, we talk to one of the leading scientists studying the reefs about his new memoir and find out if the future of ocean life is bright.
2/21/2020	30:00	1535	Want to teach accounting students about real world tax returns? Send them out in the real world to do people's taxes. That's what students at a Florida university are doing, they're volunteering with the United Way's VITA program.
2/28/2020	30:00	1536	Studying history, including your own family history can be fascinating. And if one of your ancestors happened to write the original novel Dracula, well how cool is that? And there might be a little actual history involved in that story.
3/6/2020	30:00	1537	There is still a feeling that the quality of writing from today's students is not what it should be. The issue may not be with the students. Today on The Best of Our Knowledge, we hear why improving the quality of writing may start with the death of the 5 paragraph essay.
3/13/2020	30:00	1538	Most students look forward to building a life and becoming independent, but for millions of young adults that opportunity seems far away. Today on the Best of Our Knowledge, we hear about these young people who are disconnected from success. We also spend an Academic Minute with successful students who feel like impostors.
3/20/2020	30:00	1539	A pair of film makers from Florida has explored the history of the Vietnam War from an interesting perspective: surfing. Today on the Best of Our Knowledge, we follow the journey back to China Beach. We also hear about the Army's new recruiting campaign.
3/27/2020	30:00	1540	So you're a successful cartoonist and you want to tell the story of your life with bipolar disorder, what do you do? Ellen Forney started drawing. Today on the Best of Our Knowledge, we talk about her very personal graphic memoirs. We also hear how to save the world with video games from Jane McGonigal, an author, public speaker and video game designer.

## **LIVE PROGRAMMING**

### **EDINBORO ATHLETICS**

Edinboro offers 19 official sports teams with student participants arriving from locations around the world. As a service to alumni, family members, the community at large and other interested parties, many sporting events are broadcasted live throughout the academic year.

<b>DATES</b>	<b>TIME</b>	<b>TYPE</b>
1/1/2020 through 3/4/2020	Variable from 90:00 to 240:00	All football and men's and women's basketball games are covered live. Other sports, including wrestling, lacrosse, soccer, softball and volleyball, are presented on-air when possible. Audio from covered games are also streamed online at edinboronow.com. Coverage ended after the conclusion of the women's basketball team's season due to the Coronavirus pandemic.

### **LOCAL NEWS**

Student journalists research, write and present news and information of importance to the Edinboro campus and surrounding communities.

<b>DATES</b>	<b>TIME</b>	<b>TYPE</b>
1/1/2020 through 3/6/2020	15 minutes	Student reporters research and write stories from a variety of sources and provide live and recorded newscasts that air at 3 p.m. for 15 minutes on Monday and Thursday afternoons. News reports are discontinued during finals week, on days when classes are not in session, and during breaks between semesters. News reports ended with Spring break, as students were not permitted to return to face-to-face courses and instruction due to the Coronavirus pandemic.

## **PUBLIC SERVICE ANNOUNCEMENTS**

### **CAMPUS/COMMUNITY ISSUES**

While most students go to college to learn, they often discover that their academic work is substantially different than what they did in high school. They are expected to spend more time studying and a higher level of thinking is demanded. However, the college years are also about other kinds of learning, much of which happens outside of the classroom. 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, expand their horizons and build 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.

<b>DATES</b>	<b>TIMES</b>	<b>ISSUE</b>	<b>TOPIC</b>
1/1/2020 through 3/31/2020	:30 and :60	Encouraging Involvement in Campus Organizations and Activities	Announcements promoting various campus clubs and organizations 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 Media, 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.

## **NATIONAL ISSUES/ORGANIZATIONS**

<b>DATES</b>	<b>TIMES</b>	<b>ISSUE</b>	<b>TOPIC</b>
1/1/2020 through 3/31/2020	:30 and :60	4H Helps Kids Develop Skills that will Help Them Succeed in Life	4-H is a Community for all Kids. It is delivered by Cooperative Extension—a community of more than 100 public universities across the nation that provides experiences where young people learn by doing. For more than 100 years, 4-H has welcomed young people of all beliefs and backgrounds, giving kids a voice to express who they are and how they make their lives and communities better. Through life-changing 4-H programs, nearly six million kids have taken on critical societal issues, such as addressing community health inequities, engaging in civil discourse and advocating for equity and inclusion for all.
1/1/2020 through 3/31/2020	:30 and :60	811 Safety Tips	These Pipeline Operators for Ag Safety (POAS) announcements are intended to protect those who farm and ranch near underground utilities and pipelines by promoting calling 811, a free service. The campaign reminds listeners to never assume the location and depth of underground lines and always call 8-1-1 or visit <a href="http://clickbeforeyoudig.com">clickbeforeyoudig.com</a> before starting work.
1/1/2020 through 3/31/2020	:30 and :60	Acetaminophen Safety	The FDA Acetaminophen announcements are part of an FDA campaign designed to promote consumer awareness about the safe use of acetaminophen which is used in hundreds of OTC and prescription medications. More information on the campaign is available at <a href="http://www.FDA.gov/OTCpaininfo">www.FDA.gov/OTCpaininfo</a> .
1/1/2020 through 3/31/2020	:30 and :60	Adoption From Foster Care	There are 123,000 children in the US foster care system awaiting adoption, but 15-to -18-year-olds represented only 5% of all children adopted in 2017. This campaign spotlights the need to find permanent families for teens, who have lower overall adoption rates and wait longer to be adopted than younger children. These spots highlight this need by reminding parents that there are plenty of heartwarming “firsts” to share with a teen. Recruit loving families for teens by reassuring prospective parents that even if they are not “perfect,” they can provide the support and commitment that teens in foster care need and deserve.
1/1/2020 through 3/31/2020	:30 and :60	Alcoholism	Sometimes, the person with the drinking problem is someone we love and care for deeply. Watching that person’s life slowly unravel due to poor choices leaves us feeling powerless. The consequences of their drinking are harsh daily reminders of the problem: job loss, divorce, DUI charges and financial hardship, but heavy drinkers tend to minimize it all. Al-Anon Family Groups offers understanding and help for anyone affected by a loved one’s drinking.
1/1/2020 through 3/31/2020	:30 and :60	All of Us National Health Registry for Research	The mission of the All of Us Research Program from the National Institutes of Health is to accelerate health research and medical breakthroughs, enabling individualized prevention, treatment, and care for all of us.
1/1/2020 through 3/31/2020	:30 and :60	Alzheimer’s	Worldwide, 50 million people are living with Alzheimer’s and other dementias. Alzheimer’s disease is a degenerative brain disease and the most common form of dementia. Dementia is not a specific disease. It’s an overall term that describes a group of symptoms. The Alzheimer’s Association leads the way to end Alzheimer’s and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.
1/1/2020 through 3/31/2020	:30 and :60	Amateur Radio Benefits	The national association for Amateur Radio in the United States has several functions. ARRL: Supports the awareness and growth of Amateur Radio worldwide; Advocates for meaningful access to radio spectrum; Strives for every member to get involved, get active, and get on the air; Encourages radio experimentation and, through its members, advances radio technology and education; and Organizes and trains volunteers to serve their communities by providing public service and emergency communications.
1/1/2020 through 3/31/2020	:30 and :60	American Humane for Animals	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.
1/1/2020 through 3/31/2020	:30 and :60	BeSafeRX Warns About Fraudulent Online Pharmacies	FDA BeSafeRX is a national campaign to raise awareness of the dangers of buying prescription medicines from fake online pharmacies. This campaign provides the resources to help consumers know the risks and find safe online pharmacies.
1/1/2020 through 3/31/2020	:30 and :60	Borgen Project Fighting Extreme Poverty	The Borgen Project believes that leaders of the most powerful nation on earth should be doing more to address global poverty. We're the innovative, national campaign that is working to make poverty a focus of U.S. foreign policy. The focus of their advocacy includes: 1) Starvation/Global Food Security; 2) Newborn, Child and Mother Survival; 3) Access to Clean Water and Sanitation; and 4) Food Aid Reform.
1/1/2020 through 3/31/2020	:30 and :60	Breast Cancer Risk Reduction	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.
1/1/2020 through 3/31/2020	:30 and :60	Buzzed Driving Prevention	According to National Highway Traffic Safety Administration data, in 2017 there were over 10,000 people killed in alcohol-impaired driving accidents. That's about 1 person every 48 minutes. The Buzzed Driving Prevention campaign aims to inspire recognition of the many familiar warning signs indicating impairment, including oversleeping, taking too many selfies, or even over-texting. The PSAs, directed towards men ages 21 and 35, inspire young men to examine their behavior and take responsibility for their own decision to get behind the wheel after having a few drinks. PSAs emphasize that if you see a buzzed warning sign, you should stop and call a cab, car or friend. Buzzed Driving is Drunk Driving.
1/1/2020 through 3/31/2020	:30 and :60	Caregiver Assistance	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.
1/1/2020 through 3/31/2020	:30 and :60	Census 2020	The census determines over \$1 trillion in federal spending each year for programs that help give children a strong start in life—like quality early education, healthcare, nutrition, and housing support. But the number of young children left uncoun- ted is large and growing: in 2010, an estimated 1 in 10 children under age 5 were missed—that's more than 2 million uncoun- ted children. This campaign features Sesame Street's Count von Count, Elmo, and Rosita encouraging families to count all the kids in their home. Beloved characters explain that the census helps deliver important resources to their neighborhood and that it is fast, easy, and completely private.
1/1/2020 through 3/31/2020	:30 and :60	Child Car Safety	Motor vehicle crashes are a leading cause of death for children under 13. PSAs show parents how their love for their children extends to car safety. This means knowing the right seat for their child's age and size - from rear-facing car seats, forward-facing car seats, boosters, all the way to seat belts - and ensuring that

			kids are correctly buckled for every ride. Make sure your child is in #TheRightSeat at: <a href="https://www.nhtsa.gov/TheRightSeat">NHTSA.gov/TheRightSeat</a>
3/23/2020 through 3/31/2020	:30 and :60	Children Living in Poverty	Children International is focused on making a long-term impact by helping kids living in poverty. They have a bold vision: graduating healthy, educated, empowered and employed young adults from their program so they can achieve the goal of breaking the cycle of poverty. Through sponsorship, donors create a one-to-one relationship with a child and stop the cycle of generational poverty for good.
3/23/2020 through 3/31/2020	:30 and :60	Coronavirus	In response to the coronavirus pandemic, announcements from several organizations and individuals, including the Ad Council, the Center for Disease Control (CDC), the Pennsylvania Department of Health and the National Association of Broadcasters (NAB), among many others, provide critical and urgent messages to listeners. Announcements focus on reaching higher-risk populations and the general public with messages around social distancing, personal hygiene, mental health, and tips for prevention.
1/1/2020 through 3/31/2020	:30 and :60	Dental Care for the Less Fortunate	Dental Lifeline Network (DLN) is a national charitable organization whose mission is to improve the oral health of people with disabilities or who are elderly or medically fragile and have no other way to get help. DLN accomplishes its mission by developing and coordinating collaborative relationships that provide essential resources for direct-service programs, especially charitable care.
1/1/2020 through 3/31/2020	:30 and :60	Disabled American Veterans	DAV is a nonprofit charity that provides a lifetime of support for veterans of all generations and their families, helping more than 1 million veterans in positive, life-changing ways each year. Annually, the organization provides more than 600,000 rides to veterans attending medical appointments and assists veterans with well over 200,000 benefit claims. In 2019, DAV helped veterans receive more than \$21 billion in earned benefits. DAV's services are offered at no cost to all generations of veterans, their families and survivors. DAV is also a leader in connecting veterans with meaningful employment, hosting job fairs and providing resources to ensure they have the opportunity to participate in the American Dream their sacrifices have made possible. With nearly 1,300 chapters and more than 1 million members across the country, DAV empowers our nation's heroes and their families by helping to provide the resources they need and ensuring our nation keeps the promises made to them.
1/1/2020 through 3/31/2020	:30 and :60	Discovering Nature	Anytime is a perfect time for families to connect with the outdoors – and each other. 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 trails are a family's guide to the transformative power of discovery in the forests and parks near them. These announcements highlight the many resources connecting families to local trails on <a href="https://www.discovertheforest.org">DiscovertheForest.org</a> .
1/1/2020 through 3/31/2020	:30 and :60	Drug Facts Label for Medication Safety	FDA Drug Facts Label PSA is part of an FDA campaign designed to promote consumer awareness and use of the drug facts label that appears on medication packaging. More information on the campaign is available at <a href="https://www.fda.gov/DrugFactsLabel">www.FDA.gov/DrugFactsLabel</a> .
10/1/2019 through 10/8/2019	:30 and :60	Emergency Preparedness	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 <a href="https://www.ready.gov">Ready.gov</a> and learn how to make their emergency plan today.

1/1/2020 through 3/31/2020	:30 and :60	Employment for People With Disabilities	When we look at someone, do we see all of who they are? The Campaign for Disability Employment created the “Who I Am” PSA with that very question in mind. “Who I Am” features nine real people with disabilities—some obvious and some not—sharing how they describe themselves, from personal interests to family relationships to occupations. Rather than be defined by disability, these individuals are the sum of their many life roles—which includes working in jobs they love.
1/1/2020 through 3/31/2020	:30 and :60	Ending Hunger	Families and children across the U.S. are struggling with hunger, and they need our help. Nearly 13 million children, that’s 1 in 6 kids, in the U.S. struggle with hunger. Kids who don’t get enough to eat begin life at a serious disadvantage. As they grow up, these kids are more likely to have health problems and experience difficulty in school and in other social situations. Feeding America is the nation’s leading domestic hunger-relief charity, providing meals to more kids than any other charitable organization in the U.S. New PSAs depict stories of working families who struggle with hunger. The assets encourage audiences to help end of the story of hunger by visiting <a href="http://FeedingAmerica.org">FeedingAmerica.org</a> .
1/1/2020 through 3/31/2020	:30 and :60	Fatherhood Involvement	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 encourages 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 <a href="http://Fatherhood.gov">Fatherhood.gov</a> for parenting tips, fatherhood programs, and other resources.
1/1/2020 through 3/31/2020	:30 and :60	FCC Emergency Preparedness	The FCC and the Federal Emergency Management Agency offer safety reminders and tips for communicating during an emergency, including how to prepare for a power outage.
1/1/2020 through 3/31/2020	:30 and :60	Food For Orphans	One meal at a time. That’s where we start. When all you know is hunger it becomes all you know of life. It hollows out your body, weakening your immune system and leading to disease. Most of us are fortunate—we don’t know what it’s like to be that hungry. But millions of people do. Malnourished mothers give birth to underweight babies leading to a high mortality rate. The children who survive face their own battle due to a lack of food. We want to make a difference... even if it’s only one meal at a time. Solving the crisis of hunger one meal at a time gives people an opportunity for a new life and a new future for them and their children.
1/1/2020 through 3/31/2020	:30 and :60	Foundation for Childhood Cancer	Alex’s Lemonade Stand Foundation (ALSF) is changing the lives of children with cancer by funding impactful research, raising awareness, supporting families and empowering everyone to help cure childhood cancer.
1/1/2020 through 3/31/2020	:30 and :60	Generic Brand Medication Benefits	This campaign from the U.S. Food and Drug Administration (FDA) is meant to reduce consumer concerns that generic drugs are less effective than their brand-name counterparts, assure them of the rigor of FDA review, and encourage them to talk with their healthcare provider if they have any questions or concerns.
1/1/2020 through 3/31/2020	:30 and :60	Girl Scouts Program Offers Leadership Opportunities for Girls	The Girl Scout Leadership Experience is a one-of-a-kind leadership development program for girls, with proven results. It is based on time-tested methods and research-backed programming that help girls take the lead—in their own lives and in the world. Research shows that girls learn best in an all-girl, girl-led, and girl-friendly environment. Girl Scouts is a place where she’ll practice different skills, explore her potential, take on leadership positions—and even feel allowed to fail, dust herself off, get up, and try again.
1/1/2020 through 3/31/2020	:30 and :60	Guide Dogs of America	Guide Dogs of America empowers people to live with greater confidence, mobility and independence by providing expertly matched service dog partners. Services are provided free of charge and available to people within the U.S. and Canada.
1/1/2020 through 3/31/2020	:30 and :60	Gun Safety	8 kids are unintentionally injured or killed by a gun left unlocked and loaded every day. These incidents are part of Family Fire. Referring to shootings that involve improperly stored or misused guns found in homes, Family Fire is a real and preventable tragedy that affects millions of families. The Ad Council’s Gun Safety campaign tackles this issue head-on by encouraging people to learn more



			about proper gun safety and responsible ownership. When it comes to guns, we can all agree on the importance of preventing kids from having easy access to them. These PSAs aim to inspire gun owners to make their homes safer when it comes to the storage and handling of their guns by going to <a href="http://EndFamilyFire.org">EndFamilyFire.org</a> .
1/1/2020 through 3/31/2020	:30 and :60	High Blood Pressure Control	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 high blood pressure treatment plan because they feel fine and don't notice any symptoms. Their numbers are not tangible or urgent. The campaign encourages people to talk with their doctor to create or evolve a treatment plan and visit <a href="http://LowerYourHBP.org">LowerYourHBP.org</a> to learn more about high blood pressure.
1/1/2020 through 3/31/2020	:30 and :60	High School Equivalency	For more than 34 million American adults without a high school diploma, opportunities are limited. Many of them are living in poverty. But it's not too late. Since 2010, <a href="http://FinishYourDiploma.org">FinishYourDiploma.org</a> has connected more than 1 million people with free adult education classes to help them earn their high school equivalency. These moving PSAs celebrate adult learners and reinforce the idea that no one does it alone. Everyone needs a support system of people who care. These spots help people find the resources they need to succeed and connect them to a better tomorrow.
1/1/2020 through 3/31/2020	:30 and :60	Hurricane Relief	Millions of people have been impacted by the devastating forces of recent hurricanes. The need for relief and recovery is great. These announcements direct donations to the areas that need help, now and in the future. Hurricane Relief PSAs encourage donors to choose where their cash donation will go, local and national at <a href="http://SupportHurricaneRelief.org">SupportHurricaneRelief.org</a> .
1/1/2020 through 3/31/2020	:30 and :60	Job Training & Employment	Finding employment and building careers helps people earn paychecks and feel pride and independence. When people shop at Goodwill®, they help Goodwill provide the job training and other support services people need to earn jobs locally and care for their families. New PSAs showcase the variety of unique finds available at Goodwill stores and celebrate Goodwill shoppers, whose purchases help fund job skills training and more in their local communities. Goodwill shoppers are local heroes, who care about their communities and want to help their neighbors find jobs. This campaign celebrates both their style and their commitment to doing well.
1/1/2020 through 3/31/2020	:30 and :60	Leukemia & Lymphoma Prevention and Treatment	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.
1/1/2020 through 3/31/2020	:30 and :60	Lung Cancer Screening	Every 3.4 minutes, someone dies from lung cancer—the nation's #1 cancer killer of men and women. Lung cancer screening, a low-dose CT scan, saves lives; screening is key to early detection – when more treatment options are available and the chances of survival are higher. Approximately 8 million people are at risk for lung cancer but if everyone at high risk were screened, more than 25,000 lives would be saved. The new PSAs from the American Lung Association urge former smokers to visit <a href="http://SavedbytheScan.org">SavedbytheScan.org</a> or speak with their doctor about getting screened.

1/1/2020 through 3/31/2020	:30 and :60	Military Service	The Today's Military website is produced by the United States Department of Defense as a resource for young adults, parents and educators curious about military service. TodaysMilitary.com is not intended to promote any one branch of the U.S. Military. With cooperation from the Service branches, the goal is to paint an accurate picture of what it's like to work, live and serve in today's Military. Interviews with active-duty service members provide genuine insight into the challenges and rewards of service. Interactive tools allow prospects to explore the range of military career opportunities, estimate military pay and explore the less tangible benefits of service. The hope is that the site fosters conversations and helps interested parties make the best decision for their future.
1/1/2020 through 3/31/2020	:30 and :60	Movember for Men's Health Issues	Movember is an annual event involving the growing of moustaches during the month of November to raise awareness of men's health issues, such as prostate cancer, testicular cancer, and men's suicide. The Movember Foundation runs the Movember charity event, housed at Movember.com. Men are dying on average 6 years earlier than women, and for largely preventable reasons. Unchecked, prostate cancer rates will double over the next 15 years. Globally, testicular cancer is the most common cancer among men aged 15-39 years of age. And across the world, one man dies by suicide every minute of every day, with males accounting for 75% of all suicides. Movember is uniquely placed to address this crisis on a global scale. They fund groundbreaking projects all over the world, engaging men where they are to understand what works best and accelerate change.
1/1/2020 through 3/31/2020	:30 and :60	Multiple Sclerosis	Multiple sclerosis (MS) is an unpredictable disease of the central nervous system that disrupts the flow of information within the brain, and between the brain and body. The National MS Society's vision is a World Free of MS. The Society's mission is that people affected by MS can live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever.
1/1/2020 through 3/31/2020	:30 and :60	NFHS Spotlights the Benefits of Participation in High School Athletics and Performing Arts Activities	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.
1/1/2020 through 3/31/2020	:30 and :60	Opioid Dependence	Opioid addiction is characterized by a powerful, compulsive urge to use opioid drugs, even when they are no longer required medically. Opioids have a high potential for causing addiction in some people, even when the medications are prescribed appropriately and taken as directed. The U.S. is in the midst of an opioid overdose epidemic. If you or someone you know needs help, effective treatment is available and can save lives.
1/1/2020 through 3/31/2020	:30 and :60	Orthodontic Care for Low Income Children	The American Association of Orthodontists Donated Orthodontic Services Program (DOS) provides access to orthodontic care to low income children who lack insurance coverage or who do not qualify for other assistance in their states of residence.
1/1/2020 through 3/31/2020	:30 and :60	Our Roads, Our Safety Methods for Safe Driving	The Federal Motor Carrier Safety Administration (FMCSA), part of the U.S. Department of Transportation (DOT), recently produced two safety PSAs as part of the Our Roads, Our Safety Campaign. The PSAs are meant to help raise awareness among the general driving public about the dangers that exist when operating their vehicles around large trucks and buses.
1/1/2020 through 3/31/2020	:30 and :60	Pathways to Employment	The average time a résumé 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 résumé isn't necessarily what it takes to be an incredible employee. Currently, an Opportunity Divide exists in the United States. There are more than 7 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, 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.
1/1/2020 through 3/31/2020	:30 and :60	Physical Therapy to Prevent Health Problems	The American Physical Therapy Association believes movement is a key to optimal living and quality of life for all people. The complex needs of society, such as those resulting from a sedentary lifestyle, beckon for the physical therapy profession to engage with consumers to reduce preventable health care costs and overcome barriers to participation in society to ensure the successful existence of society far into the future.
1/1/2020 through 3/31/2020	:30 and :60	Pulmonary Rehabilitation	Chronic obstructive pulmonary disease (COPD) is the third-leading disease-related cause of death in the U.S. — after heart disease and cancer. COPD is the most common chronic respiratory disease, with an estimated 16 million Americans diagnosed and 14 million more undiagnosed. Pulmonary rehabilitation is a proven treatment that reduces the symptoms of COPD and other chronic respiratory diseases. Yet the majority of those diagnosed don't know about it – 62 percent, according to the ATS survey. ATS's PSAs entitled "Live Better with Pulmonary Rehab" educate listeners about the symptoms of COPD and the benefits of pulmonary rehab.
10/1/2019 through 10/20/2019	:30 and :60	R Baby Foundation Helps Save Babies' Lives	R Baby Foundation was born for a single purpose: to save as many babies' lives as possible. We're the first and only foundation focused on making sure every emergency room is prepared to give babies and children lifesaving care. Join us to help deliver optimal pediatric emergency training, research, treatment and equipment.
1/1/2020 through 3/31/2020	:30 and :60	Reducing Food Waste - NRDC	Across the entire production and consumption chain, approximately 40% of all food in the United States goes to waste. Consumers are responsible for more wasted food than grocery stores and restaurants combined, with the average American family of four throwing away about of 1,000 pounds of food a year. The Reducing Food Waste campaign aims to increase issue awareness and encourage Americans to make simple lifestyle changes to help "Save The Food." The campaign's website SaveTheFood.com shows how meal plans, food storage and creative leftover usage can significantly reduce the 20 pounds of food each person throws away in a single month.
1/1/2020 through 3/31/2020	:30 and :60	Report Internet Crime to the FBI	The FBI encourages victims to report information concerning suspicious or criminal activity to their local FBI field office, and file a complaint with the IC3 at <a href="http://www.ic3.gov">www.ic3.gov</a> .
1/1/2020 through 3/31/2020	:30 and :60	Road Safety	Road safety is everyone's responsibility - passenger vehicle drivers, truck drivers, bus drivers, bicyclists and pedestrians. That's why the Federal Motor Carrier Safety Administration (FMCSA) developed Our Roads, Our Safety, a national safety campaign shaped to raise awareness about sharing the road safely with large trucks and buses. It's easy to think all vehicles operate like cars. But trucks and buses are much more difficult to maneuver, have massive blind spots, and take far longer to stop. Awareness of these differences, and some simple adjustments, can help everyone using the roads and keep us all as safe as possible.
1/1/2020 through 3/31/2020	:30 and :60	Safe Disposal of Opioid Medications	Removing unused, unwanted or expired opioid medications from the home is a key strategy in addressing the opioid crisis in the United States. Many patients report not finishing the opioids prescribed to them, and half of people who misuse prescription opioids get them from a friend or family member. The information in these FDA PSAs acts as a call to action to encourage consumers to dispose of these potentially dangerous medications when they are no longer needed.
1/1/2020 through 3/31/2020	:30 and :60	Safe Water	The American Water Works Association is an international, nonprofit, scientific and educational society dedicated to providing total water solutions assuring the effective management of water. AWWA offers education to water professionals, advocates for safe and sustainable water, collects and shares knowledge, and creates volunteering opportunities.
1/1/2020 through 3/31/2020	:30 and :60	Saving For Retirement - AARP	America is facing a looming retirement savings crisis and future generations will have a lower standard of living due to financial insecurity. Today, many average working households have virtually no retirement savings and many face increased burden of debt. People age 50+ are the fastest growing age segment, and can expect to pay for a longer retirement.

1/1/2020 through 3/31/2020	:30 and :60	Shelter Pet Adoption	While every shelter pet is unique – some are playful, some are cuddly – there’s one thing they have in common: they’re all pure love. 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. These new announcements inspire the local community to Adopt Pure Love today.
1/1/2020 through 3/31/2020	:30 and :60	Snowmobile Safety	Pennsylvania offers official snowmobile safety courses to help enthusiasts learn how to enjoy their passion safely. Snowmobile safety education increases your understanding of basic snowmobile operation and safe riding techniques. When you understand safe riding techniques for snowmobile operation, you can avoid hazards. Riding safely requires you to take responsibility for your actions, learn about your riding environment, and know all snowmobile laws and regulations. Pennsylvania’s safety course is accessed at <a href="https://www.snowmobile-ed.com/pennsylvania/">https://www.snowmobile-ed.com/pennsylvania/</a>
1/1/2020 through 3/31/2020	:30 and :60	Social Security Administration Online Services	The Social Security Administration is constantly expanding online services to give you freedom and control when conducting business with Social Security. Today, you can apply for retirement, disability, and Medicare benefits online, check the status of an application or appeal, request a replacement Social Security card (in most areas), print a benefit verification letter, and more – from anywhere and from any of your devices!
1/1/2020 through 3/31/2020	:30 and :60	Stand Up To Cancer Research and Treatment	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.
1/1/2020 through 3/31/2020	:30 and :60	Substance Abuse and Mental Health Issues	Prevention works, treatment is effective, and recovery is possible. These PSAs provide support and encouragement to individuals and families in need of treatment and recovery services and honor those living their lives in recovery from mental and substance use disorders. Recovery is possible, and that is something to celebrate. "Talk. They Hear You" is an app the helps parents practice talking to their kids about the dangers of alcohol.
1/1/2020 through 3/31/2020	:30 and :60	Suicide Prevention	We can all help prevent suicide. The National Suicide Prevention Hotline provides 24/7, free and confidential support for people in distress, prevention and crisis resources for you or your loved ones, and best practices for professionals.
1/1/2020 through 3/31/2020	:30 and :60	Sunscreen Safety	Not all sunscreens are created equal. The information included in this FDA PSA will help consumers decide how to buy and use sunscreen, and allow them to more effectively protect themselves and their families from sun damage. For more information and resources visit <a href="http://www.fda.gov/sunscreen">www.fda.gov/sunscreen</a> .
1/1/2020 through 3/31/2020	:30 and :60	Texting and Driving Prevention	Texting and driving is dangerous – that is a fact. Americans are highly aware of and concerned about the issue. More than nine in ten Americans believe sending (94%) and reading (91%) texts while driving is dangerous or very dangerous. There have been many efforts to educate and convey the potential consequences of texting and driving using scare tactics or preachy messaging. And, while research shows that people are convinced that the behavior is dangerous, they are still doing it. In order to address the disconnect between awareness and behavior, the Texting and Driving Prevention campaign aims to go beyond showing people the potential crashes and gruesome end results. Instead, PSAs address the fact that individuals are personally engaging in a behavior that they know is dangerous and remind young adults 16-34 that no one is special enough to text and drive.
1/1/2020 through 3/31/2020	:30 and :60	Trusted Coaches	The Trusted Coaches program is a comprehensive risk management platform that offers essential training, education and screening necessary for a youth coach. We offer several different courses in a combination of packages that may include a nationwide criminal background check, first-aid training, concussion instruction, child safety training and InsideOut Coaching- How youth sports can transform lives.
1/1/2020 through 3/31/2020	:30 and :60	Type 2 Diabetes Prevention	More than 1 in 3 American adults have prediabetes and are at high risk of developing type 2 diabetes, a serious health condition that can lead to heart attack and stroke. Nearly 90% of those 84 million adults with prediabetes don’t

			<p>even know they have it. For them, learning they're at risk can be a motivation as prediabetes can be reversed through small lifestyle changes such as eating a healthier diet and getting more physical activity. The new PSA's aim to raise awareness of the 1 in 3 Americans that has prediabetes. Listeners are encouraged to visit <a href="http://DoIHavePrediabetes.org">DoIHavePrediabetes.org</a> where they can take a one-minute risk test to know where they stand.</p>
1/1/2020 through 3/31/2020	:30 and :60	Underage Drinking and Driving Prevention	<p>For teenagers, it's hard to see around every corner, but their actions today can affect the rest of their lives. Drinking at a party and then driving is a decision they'll never live down. While most teens would shudder at the idea of handing over their newfound freedom and choices to law enforcement or their parents, they take that risk every time they choose to drink and drive. Despite this, young drivers are responsible for 10% of ALL impaired driving fatalities and 1 in 5 teens that are involved in a fatal car crash had been drinking. These new announcements remind young drivers that underage drinking and driving is the ultimate party foul.</p>
1/1/2020 through 3/31/2020	:30 and :60	Water Concerns	<p>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.</p>
1/1/2020 through 3/31/2020	:30 and :60	Wildfire Prevention	<p>For 75 years, Smokey Bear has been protecting our forests and getting the word out about wildfire prevention. His powerful message, "Only you can prevent wildfires," is at the heart of one of America's longest running PSA campaigns. In honor of Smokey Bear's 75th birthday, celebrities have joined the historic campaign, lending their voices to help expand on Smokey's iconic catchphrase and encourage listeners to protect what they love by preventing wildfires.</p>