

KOXI-CD CHANNEL 20 – PORTLAND, OR
**Q4 2020 ISSUES AND
PROGRAMMING LISTS
REPORT**

Number: 1**Issue:** Health**Title:** National Kidney Foundation**Market:** Portland, OR**Length:** 315, 0 and 60 sec**Brief Description:**

The [PSA](#) features two prominent African American women dedicated to fighting kidney disease: Kidney transplant surgeon Velma Scantlebury-White, MD, America's first African American female transplant surgeon; and New York business executive Tracy McKibben, who donated a kidney to her mother. The National Kidney Foundation (NKF) is the largest, most comprehensive and longstanding organization dedicated to the awareness, prevention and treatment of kidney disease. For more information about NKF visit www.kidney.org.

Dates Aired: 10/01/2020 to 12/31/2020**Number: 2****Issue:** Family health**Market:** Portland, OR**Title:** Washy Washy Song**Length:** 30 seconds**Brief Description:**

Watch this PSA campaign together and sing along with Sesame Street's Elmo as you wash your hands. Talk with children about the importance of hand-washing—it helps keep us healthy and it helps keep germs away! Act out the steps of hand-washing and then practice together.

Dates Aired: 10/01/2020 to 12/31/2020**Number: 3****Issue:** Armed Forces**Market:** Portland, OR**Title:** Air Force - Buscando**Length:** 30 seconds**Brief Description:**

En el más reciente anuncio de servicio público (PSA) titulado "**Buscando**", vemos a los jóvenes recibiendo consejos, conocimientos y animo de un mentor, ya sea de sus padres, un maestro o un entrenador para ayudarlos a tomar decisiones.

Dates Aired: 10/01/2020 to 12/31/2020**Number: 4****Issue:** Safety**Title:** Drain Tile, Farm Safety.**Market:** Portland, OR**Length:** 30 seconds**Brief Description:**

Drain tile is important to farmers, particularly during rainy growing seasons like this year's. POAS is reminding farmers that when they replace or install drain tiles, it is important to confirm the location of buried utility lines and pipelines, which are often in close proximity to drain tile. Several accidents have occurred recently during farm drain tile work, and POAS wants everyone to go home safe. These PSAs remind viewers to never assume the location and depth of underground lines and always call 811 before starting work. Additional information and safety resources are available at FarmSafe811.org.

Dates Aired: 10/01/2020 to 12/31/2020

Number: 5**Issue:** Health**Title:** Alone Together**Market:** Portland, OR**Length:** 15 seconds.

Brief Description: The campaign #AloneTogether, created with the Ad Council, targets young people and encourages them to stay home and find comfort and connection through entertainment. A focus on mental health during the outbreak is a key part of the effort, emphasizing that social distancing doesn't have to mean social isolation.

Dates Aired: 10/01/2020 to 12/31/2020**Number: 6****Issue:** Health**Market:** Portland, OR**Title:** Covid 19**Length:** 15 and 30 seconds**Brief Description:**

The Centers for Disease Control and Prevention is working to help keep you and your community safe from the threat of novel, or new coronavirus. Take the following everyday steps to help avoid the spread of all respiratory viruses: • Wash your hands often with soap and water for at least 20 seconds. • Cover your cough or sneeze with a tissue, throw the tissue away, and then wash your hands. • Avoid touching your eyes, nose, and mouth. • Clean and disinfect frequently touched objects or surfaces such as remote controls and doorknobs. Avoid close contact with people who are sick. • Stay home if you are sick. Call your doctor if you develop fever, cough, or difficulty breathing.

Dates Aired: 10/01/2020 to 12/31/2020**Number: 7****Issue:** Health**Title:** prediabetes test**Market:** Portland, OR**Length:** 15 seconds**Brief Description:**

More than one in three 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.

Surprisingly, more than 80% percent of people with prediabetes don't even know they have it. But prediabetes can be reversed through weight loss, diet changes and increased physical activity. The first step to reversing the condition is evaluating one's personal risk so that they can take action as soon as possible.

Campaign PSAs aim to raise awareness that more than 1 in 3 American adults has prediabetes through humorous scenarios that should the viewer who in their own life may have it. Viewers are encouraged to visit the campaign website, DolHavePrediabetes.org, where they can take a one-minute risk test to know where they stand. The website also features information about prediabetes as well as lifestyle programs and tips to help people reverse their risk.

Dates Aired: 10/01/2020 to 12/31/2020

Number: 8**Issue:** Health**Title:** Coronavirus - protegete a ti mismo**Market:** Portland, OR**Length:** 60 seconds.**Brief Description:**

This PSA answers the main questions of Covid-19 virus, since there is too much information around and is easy to get confused or misinformed.

Dates Aired: 10/01/2020 to 12/31/2020**Number: 9****Issue:** Health**Title:** Sneezing and Coughing Safely**Market:** Portland, OR**Length:** 30 seconds.**Brief Description:**

Watch this PSA campaign together with Sesame Street's Elmo as he shows you how to correctly protect others when you have to sneeze or cough in 3 easy steps. Talk with children about the importance of protecting others too—it helps keep us healthy and it helps keep germs away! Act out the steps of covering and then practice together.

Dates Aired: 10/01/2020 to 12/31/2020**Number: 10****Issue:** Health**Title:** Time to wash your hands**Market:** Portland, OR**Length:** 30 seconds.**Brief Description:**

Watch this PSA campaign together and sing along with Sesame Street's Elmo as you wash your hands. Talk with children about the importance of hand-washing—it helps keep us healthy and it helps keep germs away! Act out the steps of hand-washing and then practice together.

Dates Aired: 10/01/2020 to 12/31/2020**Number: 11****Issue:** Health**Title:** CDC, escuchela**Market:** Portland, OR**Length:** 30 seconds.**Brief Description:**

Valencia, one of the women featured in the campaign, talked about her experience with a pregnancy-related complication. During her first pregnancy, Valencia struggled with headaches and dizziness. When she reported worsening symptoms, she felt like no one took her seriously. "I didn't know who to talk to and wasn't sure how to speak up for myself," she recalled. It was her primary care provider who finally helped her get the care she needed. Valencia is among the many women who face serious health complications during and after pregnancy. CDC launched the [Hear Her](#) campaign to raise awareness of the potentially life-threatening warning signs during and in the year after pregnancy.

Dates Aired: 10/01/2020 to 12/31/2020