

WATCHTV INCORPORATED
QUARTERLY ISSUES PROGRAMMING
Quarter Ending March 31, 2024
For Stations:
KORS-CD, KORK-CD, KKEI-CD, KOXO-CD

A selection of the following announcements were aired a minimum of 150 times per month at various times throughout the broadcast day, in the calendar quarter noted above. These announcements are intended to address issues of importance to the communities served by the Television Stations listed above.

The Centers for Medicare and Medicaid Services

Two thirty second announcements that highlight the availability of free and low-cost health care coverage for children, teens, and their families and encourages them to enroll in available programs offered.

Cybersecurity and Infrastructure Security Agency (CESA)

One each, sixty, thirty and fifteen second announcements that encourage all of us to do our part to protect ourselves and our loved ones online and while using connected devices so we can **“Secure Our World”** against malicious cyber actors. The spots use clear, concise, and consistent language so the messages for the viewer are easy to understand, relatable, and actionable.

U.S. Food and Drug Administration

Two thirty and one fifteen second announcements discussing the need to remove old, expired and unused medications from the home and instructions on how to do it safely with emphasis on opioid medications and the dangers they pose.

National Crime Prevention Council

One thirty and one sixty second announcement to assist in preventing young people from the dangers of purchasing counterfeit goods, specifically, counterfeit electronic devices. The announcements reveal the danger of purchasing these items that are largely helping fund criminal organizations.

American Parkinson Disease Association

One thirty and one sixty second announcement informing viewers that every nine minutes someone is diagnosed with Parkinson’s Disease. These announcements seek to create a greater awareness and contain a call-to-action to visit WWW.apdaparkinson.org to learn more and show support.

U.S. Food and Drug Administration

One thirty and one sixty second announcement designed to help consumers decide how to buy and use sunscreen, allowing them to more effectively protect themselves and their families from sun damage. Announcements feature NFL Hall of Fame defensive back Darrell Green and Lacrosse Champion Kristen Gaudian.

Dementia Society of America

One fifteen second, one thirty second, and one sixty second announcements informing viewers of their Cognitive Action Plan which is a guide to the 10 building blocks to better brain health. The DSA estimates the currently more than 9 million Americans live from some form of Dementia.

National Highway Traffic Safety Administration (NHTSA)

One sixty and two thirty second announcements outlining preparations drivers can make to prepare for winter driving conditions. Topics include vehicle preparations / maintenance, obtaining most current road and weather conditions, child safety considerations, and what to do in case of an emergency or accident.

The Substance Abuse and Mental Health Services Administration (SAMHSA)

One thirty and one sixty second announcement from SAMHSA targeting parents and care givers of children dealing with underage drinking and substance abuse. These announcements are intended ways in which you can communicate with younger children about the dangers and offers suggestions on how to talk about these concerns with young people.

The Coalition to Salute America's Heroes

One sixty and one thirty second announcement featuring James Hentig, a U.S. Army who served as an Airborne Combat Medic with the 173rd Airborne. The announcements help to inform and support combat veterans who may have experienced traumatic brain injuries during combat and make them aware of help that is available to them. They also inform viewers of how they help support the Coalition by contacting them at www.saluteheroes.com.

The Ad council

One thirty and two sixty second announcements regarding the humanitarian crisis caused by the Russian invasion and attack against Ukraine. Casualties are rising and donations are encouraged to help support the people of Ukraine.

National Association of Broadcasters (NAB)

One thirty second announcement titled "Hope" emphasizing the need to maintain hope in the difficult times brought on by COVID-19 and to reach out to family and friends and offer words of encouragement.

National Association of Broadcasters (NAB)

One thirty second announcement outlining the steps we can all take to help prevent of COVID-19.

U.S. Social Security Administration

One sixty and one thirty second announcement warning viewers of the dangers of phone scams and what actions to take if you feel you may be the victim of such a scam.

Surgeon General of the United States

Two sixty second and 2 thirty second announcements detailing measures that should be taken by citizens at increased risk of contracting COVID-19 and steps to take if you feel you may have contracted the virus.

Centers for Disease Control and Prevention

(9) Thirty to forty second announcements Entitled “Why I Wear a Mask” campaign to help educate all ages on the importance of face coverings and their proper usage to help prevent the spread of COVID-19.

U.S. Department of Labor

(4) Four 30 second announcement covering the following topics:

- Worker responsibilities and rights related to COVID-19

- Employer responsibilities related to safe work environment (COVID-19)

- Farm Workers responsibilities and rights related to COVID-19

- How to determine if you are entitled to paid sick leave for COVID-19 related illness

U.S. Center for Disease Control (CDC)

(1) Sixty second announcement where Dr. Brooks will share updates on CDC’s COVID-19 response, including the latest scientific information and what everyone should know about protecting themselves and others. In addition, Capt. Breiding reviewed CDC’s Considerations for Events and Gatherings which is focused on what event planners, businesses and officials can do to keep their staff and attendees safe when planning community events.

U.S. Center for Disease Control (CDC)

(1) Thirty second announcement where instructions are given on how to wear a cloth face covering to help prevent the spread of COVID-19.

U.S. Center for Disease Control (CDC)

(3) Thirty second announcements with suggestions for alternative holiday planning to help limit contact and help slow the spread of COVID-19

U.S. Center for Disease Control (CDC)

(1) Thirty second announcement giving recommendations if you have or think you might have COVID-19, it is important to stay home and away from others. When you can be around others depends on different factors for different situations.

U.S. Center for Disease Control (CDC)

(3) Sixty second announcements. Dr. John Brooks, Dr. Jennifer Lincoln, Dr. Megin Nichols, and CAPT Kenneth Dominguez shared updates on COVID-19, including the latest CDC guidance and resources available for agricultural workers and employers. CDC experts also answered questions.

U.S. Center for Disease Control (CDC)

(1) Three minute announcement. Dr. John Brooks, chief medical officer for the COVID-19 response, and other CDC experts shared updates on COVID-19, including new CDC resources available for businesses and the manufacturing industry. Panelists also discussed what everyone should know about protecting themselves and others, and answered questions submitted by the audience on face shields, immunity/reinfection, whether it is safe to go to the doctor.

Substance Abuse and Mental Health Services Administration (SAMHSA), (HHS)

(2) Sixty second and (2) thirty second announcements designed to increase parental awareness of the prevalence of underage drinking and other substance abuse. Designed to help equip parents with the knowledge and skills to help prevent substance abuse and underage drinking.

U.S. Public Health Service:

(1) Thirty second announcement that discusses to take action to lower the rate of childhood smoking and steps parents can take to quit smoking and prevent their children from starting.

National Council on Aging:

(1) Thirty second and (1) Sixty second announcement that explain the specific risks to older Americans and prevention techniques available such as vaccines designed specifically for those over age 65.

U.S. Department of Housing and Urban Development: Fair Housing:

(1) thirty and (1) sixty second announcement targeting potential home buyers with information about laws that prevent discrimination based on race, religion, color, sex, or disability when purchasing housing.

U.S. Air Force / Parenting:

(2) thirty second announcements targeting parents with examples of the importance of becoming a More involved parent. This includes helping children understand the consequences of life decisions, goal setting, and giving to their communities.

Keep America Beautiful / Recycling:

(2) thirty second announcements targeting adults (18+) to generate awareness of how, where and what to recycle. To mobilize individual ownership of recycling and transform it into daily social norm.

U.S. Dept. of Health and Human Services / Fatherhood Involvement:

(2) fifteen second and (2) thirty second announcements targeting fathers to accept responsibility and to direct them to Fatherhood.gov for parenting tips, fatherhood programs, and other resources made available by HHS.

U.S.D.A. Forest Service / Discovering Nature:

(2) thirty second and (2) 15 second announcements targeting children and caregivers visit forest lands to reconnect with nature to promote a sense of stewardship for public parks and lands.

U.S. Department of Transportation / Child Passenger Safety:

(2) sixty and (2) thirty second announcements targeting parents and child care givers with information about the best child restraints systems based upon age and weight of the child. USDOT estimates that child death rates from motor vehicle accidents can be cut in half with proper usage of restraint devices.

The Ad Council / Digital Literacy:

(2) Sixty second and (2) thirty second announcements promoting the importance of digital literacy skills for both children and adults by promoting free computer and internet skills classes.

U.S. Department of Health and Human Services:

(6) Sixty second announcement encouraging young people to enroll under the Affordable Care Act as well as inform viewers of all ages of the benefits and requirements under the act.

Partnership for Healthy Lives / Dental Health: (2) sixty second and (2) thirty second announcements targeting parents and children with simple, low cost behaviors to improve oral health.

U.S. Department of Health and Human Services / Childhood Obesity:

(4) sixty second announcements targeting both children and parents raising awareness of the growing problems with childhood obesity. Announcements offer suggestions to improve eating and exercise habits.

Children's Bureau, Adopt US Kids:

(4) sixty second announcements designed to raise awareness of adoption as an alternative available for prospective parents. Emphasis is placed upon teenage children in foster care programs because these children traditionally are more difficult to find adoptive families for.

U.S. Department of Health and Human Services, Center for Disease Control / Colorectal Cancer:

(2) sixty and (4) thirty second announcements dealing with the need for early detection and treatment of this disease. Viewers are encouraged to be screened if over the age of 50.

Unicef / End Trafficking: (4) sixty second and (4) thirty second announcements aimed at raising awareness regarding the human trafficking issue prevalent all around the world, including the U.S.

United States Selective Service: 25 separate announcements , each 1 minute in length, discussing current registration requirements, address reporting, registration process and compliance issues. Announcements intended for potential registrants, parents and teachers.

U.S. Department of the Treasury and U.S. Department of Housing and Urban Development (HUD): 10 announcements, each 1 minute in length, discussing options available to prevent foreclosure and providing information on assistance available from MakingHomeAffordable.gov.

U.S. Department of Energy: 6, 30 second announcements instructing homeowners on various methods of saving energy and money in their homes.

Feeding America.org: 3, 30 second announcements addressing the issues surrounding dealing with hunger in America.

Paralyzed Veterans of America: (2) thirty second, and (2) sixty second announcements dealing with the resources available to paralyzed American veterans and their families.

Lung Cancer Foundation of America: (10) sixty second announcements dealing with advancements in lung cancer detection, prevention and new treatment options.

U.S. Environmental Protection Agency / Lead Poisoning Prevention: (4) 30 second announcements intended to raise awareness of the dangers of lead poisoning in children and pregnant women.

Big Brother and Big Sisters: (4) 30 second announcements intended to educate both youth and adults of the positive impacts possible by developing mentor relationships, now and in the future.

National Campaign to Prevent Teen and Unplanned Pregnancy: (3) 30 second announcements aimed at reducing the high rates of unplanned pregnancy among young women (18-24) in the U.S. by encouraging them to find the best method of birth control for them and use it carefully and consistently.

U.S. Department of Health and Human Services / Childhood Obesity Prevention: (4) 30 second announcements that raise awareness of the overweight condition of 1 in 3 children in America. Announcements deal with recognition of the condition, prevention and consequences. Announcements target parents and caregivers.

U.S. Department of Education / Bullying Prevention: (4) thirty second announcements intended to raise awareness about the seriousness of bullying, and encourage parents to talk to their children about the safe steps they can take to prevent and report its occurrence.

Federal Emergency Management Agency / Disaster Preparedness: (4) sixty second announcements are intended viewers to take measures to be more prepared for devastating natural disasters such as tornadoes, earthquakes, and wildfires. Target Audience: viewers 18 years+, primarily those living with children at home.

U.S. Department of Transportation / Child Passenger Safety: (4) sixty second announcements designed to raise awareness that motor vehicle accidents are the leading cause of deaths in children under the age of 12.