

## **Quarterly Issues & Programs List for Stations KHLy-AM/K279DA**

**April 1 – June 30, 2021**

**Placed in the Public File – July 7, 2021**

### **Section I. Issues**

### **Section II. Responsive Programs**

The following Issues and Responsive Programs were aired for the period 4/1/21 thru 6/30/2021.

**-AARP – Ad Council PSAs for CareGivers:**

The following PSAs ran once per week beginning April 16, 2021:

TAKE A MINUTE (30 seconds)

TAKE A MINUTE (60 seconds)

**-AdoptUSKids.org - US Department of Health & Human Services – Ad Council PSA for Adoption through Foster Care:**

Each of the following PSAs ran once per week:

AEX “GOAT” (30 seconds)

AEX “JELLY” (30 seconds)

AEX “TOTALLY” (60 seconds)

**-AHA, AMA, Ad Council – Manage Your Numbers for managing high cholesterol:**

The following PSA ran once per week beginning April 16, 2021:

MANAGE YOUR NUMBERS (30 seconds)

**-American Foundation for Suicide Prevention, Ad Council, the JED Foundation for suicide prevention:**

The following PSAs ran once per week beginning April 30, 2021:

SUI-HAYLEY KIYOKO (30 seconds)

SUI-LINDSEY STIRLING (30 seconds)

**-American Lung Association and the Ad Council for prevention of youth vaping:**

The following PSA ran once per week beginning April 30, 2021:

VAP-WHATSINSIDE (30 seconds)

**-American Lung Association’s Lung Force Initiative and the Ad Council for early lung cancer detection:**

The following PSAs ran once per week beginning June 3, 2021:

LUN-NEXT-STEP (30 seconds)

LUN-SAVE-YOUR-LIFE (30 seconds)

**-Autism Speaks – Ad Council PSA for early detection for signs of Autism:**

The following PSA ran once per week:

AUT “BABBLING” (30 seconds)

AUT “BABBLING” (60 seconds)

**-Feeding America – Ad Council PSA for Youth Hunger in America:**

**The following PSA ran once per week:**

**HUN – GOOGOO DOLLS (30 seconds)**

**-FEMA – Ad Council PSA for Home & Family Disaster Preparedness:**

**The following PSA ran once per week:**

**PREPAREDNESS – HERO – KAREN (30 seconds)**

**-National Highway Traffic Safety Administration – Ad Council PSA for the prevent of drunk driving:**

**The following PSA ran once per week:**

**DD2 “PROBABLYS” (60 seconds)**

**-National Highway Traffic Safety Administration – Ad Council PSAs to prevent texting while driving:**

**The following PSAs ran once per week:**

**TXT – LETSTAKEABREAK (30 seconds)**

**TXT – STOWYOURPHONE (30 seconds)**

**-Wildfire Prevention – Ad Council:**

**The following PSAs ran once per week:**

**ISABELLAGOMEZ (30 seconds)**

**RISINGASHESCHAINS (60 seconds)**

**SMOKEYBEAR-ALROKER (30 seconds)**

**SMOKEYBEAR-BETTYWHITE (30 seconds)**

**Copy for all of the above PSAs is attached below.**

**-AARP – Ad Council PSAs for CareGivers:**

**TAKE A MINUTE (30 seconds)**

“HEY DAD, YOUR PRESCRIPTION WILL BE READY IN JUST A MINUTE.”

“HEY DAD, YOUR LAUNDRY WILL BE READY IN JUST A MINUTE.”

“DAD, YOUR LUNCH WILL BE READY IN JUST A MINUTE.”

“HEY HONEY, WHY DON’T YOU TAKE A MINUTE?”

WHEN YOU HELP CARE FOR A LOVED ONE, YOU GIVE THEM AS MUCH TIME AS YOU CAN. BUT, IT’S JUST AS IMPORTANT TO TAKE TIME FOR YOURSELF. A A R P CAN HELP. FIND FREE CARE GUIDES TO SUPPORT YOU AND YOUR LOVED ONE AT A A R P DOT ORG SLASH CARE GIVING. THAT’S A A R P DOT ORG SLASH CARE GIVING. BROUGHT TO YOU BY A A R P AND THE AD COUNCIL.

**TAKE A MINUTE (60 seconds)**

“HEY DAD, YOUR PRESCRIPTION WILL BE READY IN JUST A MINUTE.”

“HEY DAD, YOUR LAUNDRY WILL BE READY IN JUST A MINUTE.”

“DAD, YOUR LUNCH WILL BE READY IN JUST A MINUTE.”

“HEY HONEY, WHY DON’T YOU TAKE A MINUTE?”

WHEN YOU HELP CARE FOR A LOVED ONE, YOU GIVE THEM AS MUCH TIME AS YOU CAN, MAKING SURE THEY’RE SAFE AND COMFORTABLE. BUT, IT’S JUST AS IMPORTANT THAT YOU TAKE SOME TIME FOR YOURSELF. AT A A R P WE CAN HELP WITH INFORMATION AND USEFUL TIPS ON HOW YOU CAN MAINTAIN A HEALTHY LIFE BALANCE, CARE FOR YOUR OWN PHYSICAL AND MENTAL WELL-BEING, AND MANAGE THE CHALLENGES OF CARING FOR A LOVED ONE. BECAUSE THE BETTER CARE YOU TAKE OF YOURSELF, THE BETTER CARE YOU CAN PROVIDE FOR YOUR LOVED ONE.

“THANKS DAD!” “THANK YOU.”

YOU’RE THERE FOR THEM, WE’RE HERE FOR YOU. FIND FREE CARE GUIDES TO SUPPORT YOU AND YOUR LOVED ONE AT A A R P DOT ORG SLASH CARE GIVING. THAT’S A A R P DOT ORG SLASH CARE GIVING. A PUBLIC SERVICE ANNOUNCEMENT BROUGHT TO YOU BY A A R P AND THE AD COUNCIL.

**-AdoptUSKids.org - US Department of Health & Human Services – Ad Council PSAs for Adoption through Foster Care:**

**AEX “GOAT” (30 seconds)**

ADOPT U S KIDS PRESENTS “WHAT TO EXPECT WHEN YOU’RE EXPECTING.” A TEENAGER – LEARNING THE LINGO.

GOAT – G-O-A-T. ACRONYM, STANDS FOR GREATEST OF ALL TIME. AS IN, “SPAGHETTI SANDWICHES FOR DINNER? THEY’RE MY FAVE. DAD YOU’RE THE GOAT!”

YOU DON’T HAVE TO SPEAK TEEN TO BE A PERFECT PARENT. THOUSANDS OF TEENS IN FOSTER CARE WILL LOVE YOU JUST THE SAME. VISIT ADOPT U S KIDS DOT ORG. BROUGHT TO YOU BY THE U S DEPARTMENT OF HEALTH AND HUMAN SERVICES, ADOPT U S KIDS AND THE AD COUNCIL.

**AEX “JELLY” (30 seconds)**

ADOPT U S KIDS PRESENTS “WHAT TO EXPECT WHEN YOU’RE EXPECTING.” A TEENAGER – LEARNING THE LINGO.

JELLY. JELLY ADJECTIVE. JELLY IS A SHORTER, BETTER WAY TO SAY JEALOUS. AS IN, “CHLOE, I AM LIKE SO JELLY OF YOUR UNICORN PHONE CASE.”

YOU DON’T HAVE TO SPEAK TEEN TO BE A PERFECT PARENT. THOUSANDS OF TEENS IN FOSTER CARE WILL LOVE YOU JUST THE SAME. VISIT ADOPT U S KIDS DOT ORG. BROUGHT TO YOU BY THE U S DEPARTMENT OF HEALTH AND HUMAN SERVICES, ADOPT U S KIDS AND THE AD COUNCIL.

**AEX “TOTALLY” (60 seconds)**

ADOPT U S KIDS PRESENTS “WHAT TO EXPECT WHEN YOU’RE EXPECTING.” A TEENAGER – LEARNING THE LINGO.

TODAY I’M GOING TO HELP PARENTS TRANSLATE TEEN SLANG. NOW WHEN A TEEN SAYS SOMETHING IS “ON FLEEK”, IT’S EXACTLY LIKE SAYING “THAT’S RAD”. IT SIMPLY MEANS THAT SOMETHING IS AWESOME OR COOL.

ANOTHER ONE IS “TOTES”. IT’S EXACTLY LIKE SAYING “TOTALLY”, JUST SHORTER. AS IN “I TOTES LOVE GOING TO THE MALL WITH BECCA!”

ANOTHER WORD YOU MIGHT HEAR IS “JELLY”. JELLY IS A SHORTER, BETTER WAY TO SAY JEALOUS. AS IN “CHLOE, I AM LIKE SO JELLY OF YOUR UNICORN PHONE CASE!”

YOU DON’T HAVE TO SPEAK TEEN TO BE A PERFECT PARENT. THOUSANDS OF TEENS IN FOSTER CARE WILL THINK YOU’RE, UM, “RAD” JUST THE SAME. TO LEARN MORE, VISIT ADOPT U S KIDS DOT ORG. A PUBLIC SERVICE ANNOUNCEMENT BROUGHT TO YOU BY THE U S DEPARTMENT OF HEALTH AND HUMAN SERVICES, ADOPT U S KIDS AND THE AD COUNCIL.

**-AHA, AMA, Ad Council – Manage Your Numbers:**

**MANAGE YOUR NUMBERS (30 seconds)**

“ONE FORTY FIVE OVER NINETY TWO.”

“ONE EIGHTY OVER ONE ELEVEN.”

“I HAD A HEART ATTACK AND A CARDIAC ARREST AND THEN A STROKE.”

YOUR BLOOD PRESSURE NUMBERS COULD CHANGE YOUR LIFE. LOWERING YOUR HIGH BLOOD PRESSURE CAN SAVE YOU FROM A HEART ATTACK OR STROKE. IF YOU’VE STOPPED YOUR TREATMENT PLAN, RESTART IT OR TALK TO YOUR DOCTOR ABOUT CREATING ONE THAT WORKS BETTER FOR YOU. START TAKING THE RIGHT STEPS AT MANAGE YOUR B P DOT ORG.

“NOW I’M YOU KNOW TRYING TO GET BETTER. STRONGER THAN EVER.”

BROUGHT TO YOU BY THE AMERICAN HEART ASSOCIATION, THE AMERICAN MEDICAL ASSOCIATION AND THE AD COUNCIL.

**-American Foundation for Suicide Prevention, Ad Council, the JED Foundation PSAs for suicide prevention:**

**SUI-HAYLEY KIYOKO (30 seconds)**

*BACKGROUND MUSIC*

“HEY, I’M HAYLEY KIYOKO AND I KNOW WHAT IT’S LIKE TO STRUGGLE WITH MENTAL HEALTH ISSUES. IF YOU HAVE A FRIEND THAT’S GOING THROUGH A TOUGH TIME, NOW’S THE **PERFECT** MOMENT TO REACH OUT. LEARN HOW TO START THE CONVERSATION AT SEIZE THE AWKWARD DOT ORG.”

BROUGHT TO YOU BY THE AD COUNCIL, THE AMERICAN FOUNDATION FOR SUICIDE PREVENTION, AND THE JED FOUNDATION.

**SUI-LINDSEY STIRLING (30 seconds)**

*BACKGROUND MUSIC*

“HI, I’M LINDSEY STIRLING AND I KNOW WHAT IT’S LIKE TO STRUGGLE WITH MENTAL HEALTH ISSUES. IF YOU HAVE A FRIEND THAT’S GOING THROUGH A TOUGH TIME, NOW’S THE **PERFECT** MOMENT TO REACH OUT. LEARN HOW TO START THE CONVERSATION AT SEIZE THE AWKWARD DOT ORG.”

BROUGHT TO YOU BY THE AD COUNCIL, THE AMERICAN FOUNDATION FOR SUICIDE PREVENTION, AND THE JED FOUNDATION.

**-American Lung Association - Ad Council PSA for prevention of youth vaping:**

**VAP-WHATSINSIDE (30 seconds)**

"I THINK IT'S JUST VAPOR?"

"VAPING IS SAFER THAN SMOKING, ISN'T IT?"

"THERE'S REALLY NOT EVEN THAT MUCH NICOTINE IN THEM, RIGHT?"

ONE VAPE POD HAS AS MUCH NICOTINE AS ONE PACK OF CIGARETTES.

"MY KID..."

"MY KID..."

"MY KID KNOWS IT'S DANGEROUS"

FIVE POINT FOUR MILLION AMERICAN KIDS VAPE AND MOST THINK IT'S HARMLESS. GET YOUR HEAD OUT OF THE CLOUD. TALK TO YOUR KID ABOUT VAPING. VISIT TALK ABOUT VAPING DOT ORG. THAT'S TALK ABOUT VAPING DOT ORG.

BROUGHT TO YOU BY THE AMERICAN LUNG ASSOCIATION AND THE AD COUNCIL.

**-American Lung Association - Ad Council PSAs for Saved By The Scan Initiative:**

**LUN-NEXT-STEP (30 seconds)**

YOU TOOK THE FIRST STEP AND QUIT SMOKING, BUT EVEN FORMER SMOKERS MAY STILL BE AT RISK FOR LUNG CANCER. THAT'S WHY SAVED BY THE SCAN DOT ORG WANTS YOU TO KNOW ABOUT A NEW LOW DOSE C-T SCAN THAT CAN DETECT LUNG CANCER EARLY. IT TAKES ONLY SIXTY SECONDS AND COULD SAVE YOUR LIFE. YOU TOOK THE FIRST STEP, NOW TAKE THE NEXT. VISIT SAVED BY THE SCAN DOT ORG FOR A SIMPLE QUIZ TO SEE IF YOU'RE ELIGIBLE AND TALK TO YOUR DOCTOR ABOUT SCREENING. SAVED BY THE SCAN DOT ORG IS BROUGHT TO YOU BY THE AMERICAN LUNG ASSOCIATION'S LUNG FORCE INITIATIVE AND THE AD COUNCIL.

**LUN-SAVE-YOUR-LIFE (30 seconds)**

THE POSSIBILITY OF LUNG CANCER CAN BE PRETTY SCARY, ESPECIALLY IF YOU'RE ONE OF APPROXIMATELY EIGHT MILLION CURRENT OR FORMER SMOKERS AT HIGH RISK. THAT'S WHY SAVED BY THE SCAN DOT ORG WANTS YOU TO KNOW THAT NOW THERE'S A BREAKTHROUGH LOW DOSE C-T SCAN THAT CAN DETECT LUNG CANCER EARLY AND IT ONLY TAKES 60 SECONDS. YOU STOPPED SMOKING, NOW START SCREENING. FOR AN EASY QUIZ TO SEE IF YOU'RE ELIGIBLE, VISIT SAVED BY THE SCAN DOT ORG. IT COULD SAVE YOUR LIFE. SAVED BY THE SCAN DOT ORG IS BROUGHT TO YOU BY THE AMERICAN LUNG ASSOCIATION'S LUNG FORCE INITIATIVE AND THE AD COUNCIL.

**-Autism Speaks – Ad Council PSAs for early detection for signs of Autism:**

**AUT "BABBLING" (30 seconds)**

TO SOME, THE SOUND OF A BABY BABBLING DOESN'T MEAN MUCH. BUT THAT'S NOT TRUE. THEY'RE TESTING OUT VOWELS AND CONSONANTS AND TRYING DIFFERENT SOUNDS. AND BY TWELVE MONTHS, THEIR BABBLING IS BEGINNING TO TAKE ON MEANING. ESPECIALLY IF THERE'S NO BABBLING AT ALL. LITTLE TO NO BABBLING BY TWELVE MONTHS OR LATER, IS JUST ONE OF THE POSSIBLE SIGNS OF AUTISM IN CHILDREN. LEARN MORE AT AUTISM SPEAKS DOT ORG. BROUGHT TO YOU BY AUTISM SPEAKS AND THE AD COUNCIL.

**AUT “BABBLING” (60 seconds)**

TO SOME PEOPLE, THE SOUND OF A BABY BABBLING DOESN'T MEAN MUCH. BUT THAT'S NOT NECESSARILY TRUE. BY SIX MONTHS, THEY'RE COMBINING VOWELS AND CONSONANTS. BY NINE MONTHS, THEY'RE TRYING OUT DIFFERENT KINDS OF SOUNDS. AND BY TWELVE MONTHS, THEIR BABBLING IS BEGINNING TO TAKE ON SOME MEANING. ESPECIALLY IF THERE'S NO BABBLING AT ALL. LITTLE TO NO BABBLING BY TWELVE MONTHS OR LATER, IS JUST ONE OF THE POSSIBLE SIGNS OF AUTISM IN CHILDREN. EARLY SCREENING AND INTERVENTION CAN MAKE A LIFETIME OF DIFFERENCE AND UNLOCK A WORLD OF POSSIBILITIES. TAKE THE FIRST STEP AT [AUTISM SPEAKS DOT ORG](http://AUTISMSPEAKS.ORG). A PUBLIC SERVICE ANNOUNCEMENT BROUGHT TO YOU BY AUTISM SPEAKS AND THE AD COUNCIL.

**-Feeding America – Ad Council PSA for Youth Hunger in America:**

**HUN – GOOGOO DOLLS (30 seconds)**

“HI. WE'RE THE GOO-GOO DOLLS, AND WE'RE FORTUNATE THAT OUR DAUGHTERS HAVE WHAT THEY NEED TO GROW AND LEARN. BUT THAT ISN'T THE CASE WITH NEARLY THIRTEEN MILLION KIDS IN THE U S WHO STRUGGLE WITH HUNGER.”

“CHILDHOOD HUNGER'S A HEARTBREAKING REALITY THAT FEEDING AMERICA IS WORKING TO CHANGE. EACH YEAR THE FEEDING AMERICA NETWORK OF FOOD BANKS RESCUES BILLIONS OF POUNDS OF GOOD FOOD THAT WOULD HAVE GONE TO WASTE AND PROVIDES IT TO FAMILIES OF CHILDREN IN NEED.”

“YOU CAN HELP KIDS IN NEED YOUR COMMUNITY BY VISITING [FEEDING AMERICA DOT ORG](http://FEEDINGAMERICA.ORG).”  
BROUGHT TO YOU BY FEEDING AMERICA AND THE AD COUNCIL.

**-FEMA – Ad Council PSA for Home & Family Disaster Preparedness:**

**PREPAREDNESS – HERO – KAREN (30 seconds)**

TO PROTECT HER HOME AND FAMILY IN A DISASTER, KAREN WAS WILLING TO WADE THROUGH WATER, MUD, AND – INSURANCE PAPERWORK.

“YEAH, I CAN DO THIS.”

YOU GO KAREN!

BY SIMPLY UNDERSTANDING AND UPDATING WHAT HER INSURANCE COVERS AND DOESN'T COVER NOW, SHE'LL BE BETTER PREPARED NO MATTER WHEN DISASTER STRIKES.

LEARN OTHER SIMPLE WAYS TO PROTECT YOUR HOME AND FAMILY BEFORE A NATURAL DISASTER AT [READY DOT GOV](http://READY.ORG). THAT'S [READY DOT GOV](http://READY.ORG). A MESSAGE FROM FEMA AND THE AD COUNCIL.

**-National Highway Traffic Safety Administration - Ad Council PSA for "Buzzed Driving is Drunk Driving":**

**DD2 "PROBABLYS" (60 seconds)**

NO WORD IN THE ENGLISH LANGUAGE IS LESS CONVINCING THAN "PROBABLY".

"ARE YOU SURE WE SHOULD GET MATCHING TATTOOS ON OUR FIRST DATE?"

"SURE—WE'LL PROBABLY STAY TOGETHER."

"PROBABLY?!?"

"IT'S BEEN TWENTY-THREE MINUTES SINCE I ATE. I CAN PROBABLY SWIM."

"AHHH, YOU SHOULD WAIT THIRTY MINUTES."

"OKAY, DON'T TELL ME WHAT TO DO. CANNONBALL!!! CRAMP! I HAVE A CRAMP!!"

"I CAN PROBABLY HIT THE GREEN FROM HERE."

"PROBABLY."

*SOUND OF GLASS BREAKING AND CAR HORN BLOWING*

"CAN I GET A MULLIGAN?"

"READY TO GO?"

"HEY, ARE YOU SURE YOU'RE OKAY TO DRIVE?"

"YEAH. I'M PRETTY SOBER. YEAH—I'M PROBABLY OKAY."

PROBABLY OKAY ISN'T OKAY, ESPECIALLY WHEN IT COMES TO DRINKING AND DRIVING. IF YOU'RE DRINKING, CALL A CAB, A CAR, OR A FRIEND. BUZZED DRIVING IS DRUNK DRIVING.  
A MESSAGE BROUGHT TO YOU BY NITSA AND THE AD COUNCIL

**-National Highway Traffic Safety Administration – Ad Council PSAs to prevent texting while driving:**

**TXT – LETSTAKEABREAK (30 seconds)**

"HEY, IT'S ME. YOUR CELL PHONE. WE NEED TO TALK ABOUT SOMETHING. SOMETHING SERIOUS. I KNOW YOU LOVE ME. I KNOW YOU LIKE USING ME WHEREVER YOU ARE. BUT I FEEL LIKE THIS ISN'T WORKING OUT WHEN YOU'RE DRIVING. I KNOW YOU MAY THINK THAT IT'S POSSIBLE TO FOCUS BOTH ON ME AND THE ROAD, BUT I JUST DON'T FEEL THE SAME WAY. I THINK WE SHOULD SPEND TIME AWAY FROM EACH OTHER WHEN YOU'RE DRIVING. IT'S FOR THE BEST."

VISIT STOP TEXTS – STOP WRECKS – DOT.ORG. A MESSAGE BROUGHT TO YOU BY THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION, PROJECT YELLOW LIGHT, AND THE AD COUNCIL.

**TXT – STOWYOURPHONE (30 seconds)**

"LADIES AND GENTLEMEN, WE HAVE ARRIVED IN PHILADELPHIA. THE LOCAL TIME IS THREE O FIVE P M AND THE TEMPERATURE IS SIXTY-SEVEN DEGREES. AT THIS TIME, YOU ARE NOW FREE TO USE YOUR CELLULAR DEVICES."

"YOU KNOW THAT FEELING WHEN YOU GET TO TURN YOUR PHONE ON AFTER A PLANE LANDS? YOU CAN HAVE THAT FEELING EVERY TIME YOU DRIVE. MAKE SURE YOUR CELL PHONE IS STOWED AWAY WHENEVER YOU'RE BEHIND THE WHEEL."

VISIT STOP TEXTS – STOP WRECKS – DOT.ORG. A MESSAGE BROUGHT TO YOU BY THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION, PROJECT YELLOW LIGHT, AND THE AD COUNCIL.

**-US Forest Service, State Forester - Ad Council PSAs for Wildfire Prevention:**

**ISABELLAGOMEZ (30 seconds)**

"HEY GUYS, IT'S ME. ISABELLA GOMEZ FILLING IN FOR SMOKEY BEAR BECAUSE HE'S GOT MORE TO SAY THAN JUST..."

"ONLY YOU CAN PREVENT WILDFIRES."

"LIKE, IF YOU'RE OUTSIDE ENJOYING A BARBECUE, DON'T LET A HAMBURGER DISTRACT YOU FROM FIRE SAFETY. MAKE SURE YOU AREN'T DUMPING YOUR HOT COALS OR ASHES ONTO THE GROUND, BECAUSE THAT COULD START A WILDFIRE. SO TAKE WILDFIRE PREVENTION SERIOUSLY, AND LET'S SAVE THE WORLD ONE DAY AT A TIME. ME AMIGO SMOKEY BEAR, BEUAMOS ASTERO. GO TO SMOKEY BEAR DOT COM TO LEARN MORE ABOUT WILDFIRE PREVENTION."

BROUGHT TO YOU BY THE U S FOREST SERVICE, YOUR STATE FORESTER AND THE AD COUNCIL.

**RISINGASHESCHAINS (60 seconds)**

"I SPEND A LOT OF TIME IN THE GARAGE. BUT EVEN MORE TIME IN THE RAIN, SLEET, AND MUD. IN NINETY FIVE, I HELPED TOW YOUR MOVING TRAILER. IN OH FIVE, I HELPED YOU GET OUT OF A DITCH. YEAH, I KNOW I'M A BIT RUSTY AND SADLY IN OH NINE, IT WAS SPARKS FROM ME, YOUR HANDY CHAINS, DRAGGING BEHIND YOUR TRUCK, THAT ACCIDENTALLY STARTED A WILDFIRE."

"SPARKS FROM DRAGGING CHAINS CAN START A WILDFIRE. SPARK A CHANGE, NOT A WILDFIRE. VISIT SMOKEY BEAR DOT COM. BROUGHT TO YOU BY THE U S FOREST SERVICE, YOUR STATE FORESTER, AND THE AD COUNCIL."

"ONLY YOU CAN PREVENT WILDFIRES."

**SMOKEYBEAR-ALROKER (30 seconds)**

"HELLO EVERYONE, AL ROKER HERE. AS A GUY WITH HIS OWN CATCH PHRASE, I APPRECIATE THAT SMOKEY'S ONLY SAID..."

"ONLY YOU CAN PREVENT WILDFIRES."

"...BUT I'M FILLING IN BECAUSE THERE'S A LOT MORE TO REPORT. LIKE WHEN THERE ARE PARCHED OR WINDY CONDITIONS OUT THERE, YOU'VE GOTTA BE EXTRA CAREFUL WITH THINGS LIKE BURNING YARD WASTE. AFTER ALL, WILDFIRES CAN START ANYWHERE, EVEN IN YOUR NECK OF THE WOODS. GO TO SMOKEY BEAR DOT COM TO LEARN MORE ABOUT WILDFIRE PREVENTION. BROUGHT TO YOU BY THE U S FOREST SERVICE, YOUR STATE FORESTER, AND THE AD COUNCIL."

**SMOKEYBEAR-BETTYWHITE (30 seconds)**

"HONORARY FOREST RANGER BETTY WHITE HERE, LENDING A HAND TO MY DEAR FRIEND, SMOKEY BEAR, BECAUSE FOR YEARS HE'S ONLY SAID..."

"ONLY YOU CAN PREVENT WILDFIRES."

"...BUT THERE'S A LOT MORE TO SAY. LIKE, IF YOU PARK YOUR CAR ON TALL DRY GRASS, THE HOT EXHAUST PIPE CAN START A WILDFIRE. SO KEEP THE ANIMALS SAFE...ESPECIALLY THE CUTE SHIRTLESS ONE. GO TO SMOKEY BEAR DOT COM TO LEARN MORE ABOUT WILDFIRE PREVENTION. BROUGHT TO YOU BY THE U S FOREST SERVICE, YOUR STATE FORESTER, AND THE AD COUNCIL."