

WDWO-CD CHANNEL 18 – DETROIT, MI
**Q1 2020 ISSUES AND
PROGRAMMING LISTS
REPORT**

Number: 1**Issue:** Family Caregiving**Title:** Heroes**Market:** Detroit, MI**Length:** 30 and 60 sec**Brief Description:**

The new PSA campaign, created pro bono by the multicultural ad agency ALMA, reminds caregivers that getting support helps them provide the best care for their loved one — who, in many cases, once cared for them as a child. The TV spots depict poignant scenes of a father being a “hero” for his young daughter, and conclude with the line, “Your hero needs you now. And AARP is here to help.” The PSAs encourage viewers to visit AARP’s Family Caregiving Website at aarp.org/caregiving and aarp.org/cuidar.

Dates Aired: 01/01/2020 to 03/31/2020**Number: 2****Issue:** Family Caregiving**Market:** Detroit, MI**Title:** Spoon**Length:** 30” and 60”**Brief Description:**

Miami-based agency Alma and the Ad Council are rolling out a PSA campaign for AARP aimed at the 42 million caretakers in the United States looking after elderly parents or other loved ones, with Alma specifically targeting the one in three Hispanic households which include a caregiver (according to research conducted by Evercare and the National Alliance for Caregiving). The changing roles of families are examined. In “Spoon”, a father is shown feeding his daughter at the beginning of the spot, with the grown-up daughter trying to get her father to eat in the next scene. “Bath” takes a similar approach, with both ads ending by directing viewers to aarp.org/caregiving and aarp.org/cuidar

Dates Aired: 01/01/2020 to 03/31/2020**Number: 3****Issue:** Education**Market:** Detroit, MI**Title:** Air Force - Crecer**Length:** 30 seconds**Brief Description:**

En nuestro más reciente anuncio de servicio público (PSA, por sus siglas en inglés) titulado "Crecer" (:30), vemos a James, un niño de 4 años, que le pide a su mamá más tiempo antes de ir a dormir para poder disfrutar de su juguete favorito. Después, vemos a James crecer y ser un hombre. Al final del PSA, James es un aviador que sirve a su país. En el transcurso de su vida, James nunca parece concentrarse en otros compromisos porque siempre está armando un modelo de aeronave o jugando con otro. Su madre entiende que él está descubriendo quién quisiera ser y le da tiempo adicional para que juegue y aprenda, porque ella entiende que hasta “tan solo 5 minutos más” puede ser lo suficiente para que un joven descubra qué es lo que lo apasiona.

Dates Aired: 01/01/2020 to 03/31/2020

Number: 4**Issue:** Education**Title:** Air Force - Rechazo a ser Mediocre**Market:** Detroit, MI**Length:** 30 and 60 sec**Brief Description:**

En este PSA, vemos a una joven que comienza su régimen de ejercicios al amanecer. Mientras se acerca a la cámara corriendo, vemos en sus ojos determinación y firmeza, que persisten cuando se dirige hacia la estructura de una piedra enorme. Este es su obstáculo. La seguimos mientras corre loma arriba, pasa por una fisura y se desplaza entre peñascos. Durante su recorrido, escuchamos su monólogo interno, que la anima a seguir venciendo su reto. Al terminar, ella admira el paisaje y la vemos reflexionando sobre lo que acaba de lograr. Aunque es un triunfo pequeño, se constituye en pieza fundamental de la trayectoria de su vida. Logrará sobreponerse a cualquier obstáculo que el mundo ponga en su camino.

Dates Aired: 01/01/2020 to 03/31/2020**Number: 5****Issue:** Health**Title:** "Sobriety in A.A.: Since getting sober, I have hope"**Market:** Detroit, MI**Length:** 15, 30 and 60 sec**Brief Description:**

The video PSA "**Sobriety in A.A.: Since getting sober, I have hope**" illustrates how alcohol can take over someone's life, and emphasizes that there is hope and support in A.A. for those who are looking for help to stop drinking.

Dates Aired: 01/01/2020 to 03/31/2020**Number: 6****Issue:** Health**Title:** Alone Together**Market:** Detroit, MI**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: 01/01/2020 to 03/31/2020**Number: 7****Issue:** Health**Market:** Detroit, MI**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: 01/01/2020 to 03/31/2020

Number: 8**Issue:** Education**Title:** Explore the Forest - Dora The Explorer**Market:** Detroit, MI**Length:** 30 sec**Brief Description:**

The new PSAs highlight the adventures that one can find in a forest and direct audiences to DiscoverTheForest.org and DescubreElBosque.org to find a nearby forest or park. The PSAs will feature characters from the film, a live-action adaptation of the iconic animated series *Dora the Explorer*, including Dora, her friends, and her family, and will be amplified across campaign and partner platforms at launch. "The new PSAs capture the thrilling sense of adventure that we can find when we spend time in nature," said Lisa Sherman, President and CEO of the Ad Council. "There's no better time than the summer to explore a nearby forest or park, and we're excited to partner with Paramount to spread the word about the many benefits that come with spending time outside."

Dates Aired: 01/01/2020 to 03/31/2020**Number: 9****Issue:** Health**Title:** prediabetes test**Market:** Detroit, MI**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, DoIHavePrediabetes.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: 01/01/2020 to 03/31/2020**Number: 10****Issue:** Safety**Title:** Prepared, not scared**Market:** Detroit, MI**Length:** 15 and 30sec**Brief Description:**

FEMA and the Ad Council kick off National Preparedness Month with new public service announcements from FEMA's Ready Campaign that promote the importance of preparing children and teenagers for possible emergencies and disasters.

Involving young people in preparedness efforts can help youth, families and communities be prepared and able to respond when faced with disasters.

The campaign products this year, with the tagline "Prepared, Not Scared," encourage parents, teachers, and caregivers to visit Ready.gov/kids so they can teach our youth what to do when a crisis occurs, and how to take preparedness actions together.

Dates Aired: 01/01/2020 to 03/31/2020

Number: 11**Issue:** Safety**Title:** Prepared, not scared, Alternate**Market:** Detroit, MI**Length:** 15 and 30sec**Brief Description:**

FEMA and the Ad Council kick off National Preparedness Month with new public service announcements from FEMA's Ready Campaign that promote the importance of preparing children and teenagers for possible emergencies and disasters.

Involving young people in preparedness efforts can help youth, families and communities be prepared and able to respond when faced with disasters.

The campaign products this year, with the tagline "Prepared, Not Scared," encourage parents, teachers, and caregivers to visit [Ready.gov/kids](https://www.ready.gov/kids) so they can teach our youth what to do when a crisis occurs, and how to take preparedness actions together.

Dates Aired: 01/01/2020 to 03/31/2020**Number: 12****Issue:** Safety**Title:** Prepared, not scared – Gulf States**Market:** Detroit, MI**Length:** 30sec**Brief Description:**

FEMA and the Ad Council kick off National Preparedness Month with new public service announcements from FEMA's Ready Campaign that promote the importance of preparing children and teenagers for possible emergencies and disasters.

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The campaign products this year, with the tagline "Prepared, Not Scared," encourage parents, teachers, and caregivers to visit [Ready.gov/kids](https://www.ready.gov/kids) so they can teach our youth what to do when a crisis occurs, and how to take preparedness actions together.

Dates Aired: 01/01/2020 to 03/31/2020**Number: 13****Issue:** Safety**Title:** Prepared, not scared, Midwest States**Market:** Detroit, MI**Length:** 30 seconds.**Brief Description:**

FEMA and the Ad Council kick off National Preparedness Month with new public service announcements from FEMA's Ready Campaign that promote the importance of preparing children and teenagers for possible emergencies and disasters.

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The campaign products this year, with the tagline "Prepared, Not Scared," encourage parents, teachers, and caregivers to visit [Ready.gov/kids](https://www.ready.gov/kids) so they can teach our youth what to do when a crisis occurs, and how to take preparedness actions together.

Dates Aired: 01/01/2020 to 03/31/2020

Number: 14

Issue: Safety

Title: Prepared, not scared, Western States

Market: Detroit, MI

Length: 30 seconds.

Brief Description:

FEMA and the Ad Council kick off National Preparedness Month with new public service announcements from FEMA's Ready Campaign that promote the importance of preparing children and teenagers for possible emergencies and disasters.

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The campaign products this year, with the tagline "Prepared, Not Scared," encourage parents, teachers, and caregivers to visit [Ready.gov/kids](https://www.ready.gov/kids) so they can teach our youth what to do when a crisis occurs, and how to take preparedness actions together.

Dates Aired: 01/01/2020 to 03/31/2020

Number: 15

Issue: Safety

Title: Prepared, not scared, Eastern States.

Market: Detroit, MI

Length: 30 seconds.

Brief Description:

FEMA and the Ad Council kick off National Preparedness Month with new public service announcements from FEMA's Ready Campaign that promote the importance of preparing children and teenagers for possible emergencies and disasters.

Involving young people in preparedness efforts can help youth, families and communities be prepared and able to respond when faced with disasters.

The campaign products this year, with the tagline "Prepared, Not Scared," encourage parents, teachers, and caregivers to visit [Ready.gov/kids](https://www.ready.gov/kids) so they can teach our youth what to do when a crisis occurs, and how to take preparedness actions together.

Dates Aired: 01/01/2020 to 03/31/2020

Number: 16

Issue: Health

Title: Coronavirus - protegete a ti mismo

Market: Detroit, MI

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: 01/01/2020 to 03/31/2020

Number: 17

Issue: Health

Title: Sneezing and Coughing Safely

Market: Detroit, MI

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: 01/01/2020 to 03/31/2020

Number: 18

Issue: Health

Title: Time to wash your hands

Market: Detroit, MI

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: 01/01/2020 to 03/31/2020